

American Consumer Donor Database by DSA



American Consumer Donor Database by DSA is a large multi-sourced transactional file of multi-donors by category. This file is unique to DSA Direct. Non-profits can select donors by category, # of contributions, avg. gift amt., source, political, religious affiliation and more. The flexibility of segmentation, the universe counts and pricing makes this a must for non-profits!

SEGMENTS

5,200,000	Total Universe / Universe Rate	\$75.00/M
550,000	1 Mos. Donors	\$80.00/M
1,006,000	3 Mos. Donors	\$75.00/M
386,000	3 Mos. Donors to Animal Welfare	+ \$8.00/M
217,000	3 Mos. Donors / Religious Cause	+ \$8.00/M
325,000	3 Mos. Donors / Children Cause	+ \$8.00/M
450,000	3 Mos. Donors / Political Cause	+ \$8.00/M
615,000	3 Mos. Donors / Health Causes	+ \$8.00/M
460,000	3 Mos. Donors / Veteran Causes	+ \$8.00/M
249,674	3 Mos. Donors using Cash/Checks, no credit	+ \$10.00/M
1,143,000	3 Mos. Donors Age 50+	+ \$8.00/M
525,000	12 Mos. Spanish Speaking Donors	+ \$12.00/M
	Email - Opt in	+ \$25.00/M

DESCRIPTION

American Consumer Donor Database by DSA is a large multi-sourced transactional file of multi-donors by category. Non-profits can select hotline donors by category, number of contributions made during the last 12 months, avg. contribution amt., direct mail sourced, political, religious affiliation and more. File is robustly enhanced with demographic and lifestyle interest selects. This file audience is unique to DSA. A premiere prospecting file for the non-profit community.

TEST INCENTIVE DEAL: First Time Mailers: 15,000 Test: \$75/M base, selects waived (except on ailment, ethnicity, political & religious affiliations; deal cannot be combined with other net/deal terms)

Donor_Categories: Animal Welfare, Art/Culture, Children, Health, Political, Religious, Veteran, Direct Mail Donors, Cash/Check Donors, Online Donors

Selects: Product and Donor Categories, # of transactions, avg. transaction amount, Demographic, Lifestyle Interest, Source: Direct Mail, Online, Method of Payment, Credit Card, House Charge, Deferred Billing, and more


Selects: Product and Donor Categories, # of transactions, avg. transaction amount, Demographic, Lifestyle Interest, Source: Direct Mail, Online, Method of Payment, Credit Card, House Charge, Deferred Billing, and more. **NEW!** Cash/Check, no Credit Card Buyers and/or Donors selectable! Inquire.

Product Categories: Apparel: Women's, Men's, Children, Baby/Infant, Large Size, Intimates, Swimwear, Footwear, Anti-Aging, Beauty/Cosmetics/Skin Care, Health Products, Health Supplements, Ailments, Children Mdse, Books, Toys, Crafts by Category, Gifts, Home Décor, Home Furnishings, Home Office/ Computer Supplies, Jewelry, Linen/Bed/Bath, Magazines, Books, Sporting Goods, Toys, Travel, Luggage and much

ID NUMBERS

Manager ID	
NextMark ID	302306
mIn ID	152003
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Multi Sourced, Direct mail sold

GEOGRAPHY

USA

OPT-IN

Opt-in

MAINTENANCE

Market Entry	02/11/2011
New to Manager	02/11/2011
Counts Through	07/31/2024

DATA CARD MAINTENANCE

New To System	02/11/2011
"New to System"	02/14/2011
Announcement	
Last Update	07/31/2024
Next Update	09/06/2024
Update Frequency	MONTHLY

more. Hundreds available. Inquire.

Interests: Reading by Category, Beauty/Fashion, Hobbies, Crafts, Cooking, Diet/Nutrition, Health, Fitness, Gardening, Sports, Outdoors, Travel, Woodworking, Christian Families, Bible/Devotional Reading and more.

Collectibles: Americana, Cats, Dogs, Horses, Irish, Nautical, Native American, Western, Patriotic, Motorcycles, Military, Sports, Teacher, Nurse, Wildlife and more. Inquire.

Ailment: Arthritis, Diabetes, Heart Condition, Joint/Mobility and more. Inquire.

Minimum: 10,000 Postal

Digital Campaign: Add Digital to Postal Mailing \$10/M. Digital Only: \$40/M; Media Buy & Campaign Monetization Separate Fee.

Email: Opt-In Email with deployment Base + \$25/M, 25,000 Min. Prepayment on all email orders. Creative Requirements: HTML & Plain Text. Include client name & address and opt out option. Creative services available for add'l fee \$275+. Client to provide Subject Line, From/To, Seed List. 2 Tests included, additional testing \$150/F per test. Two tracking reports with delivered, opened, click thru. Personalization available. House file suppression available.

Modeling:

On Demand Model: Look a Like Model available on rental basis with no data contribution. Min.10M sample to build model. Turnaround time 3 days.

Custom Model Build: 25,000 Min. \$25/M scoring fee. **Types:** Good Customer Model, Look A Like, Mail Regression Model. Min. Data Required: 25M. Build Time: 4-6 Weeks. Mailer to Provide: House file/mail file and customer profile information if available. All mailers for modeling must be cleared and may require Database Contribution.

Request a [Quote](#)

PROFILE

Ailment Data (12.00/M)

Arthritis
Diabetes
Heart Condition
Joint/Mobility

Donor by Category Cause (8.00/M)

Animal Welfare
Children
Environmental
Wildlife
Health
Religious
Political
Veteran
Subscribers to Health
Political and Religious Publications

Reading Interest (8.00/M)

Health
Garden
Children

Religious Affiliation (12.00/M)

Catholic
Jewish and Protestant
Product Buyers of Health

Garden
 Children
 Novelty Products
 Religious
 Wildlife
 Military
 Nurses and more

SELECTS

Age	\$8.00/M
Ailment Data	\$12.00/M
Change of Address	\$8.00/M
Childs Age Range	\$8.00/M
Contribution Amount	\$8.00/M
Demographic	\$8.00/M
Donor by Category Cause	\$8.00/M
Ethnic/Ethnicity	\$12.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Household Income	\$8.00/M
Lifestyle / Interests	\$8.00/M
Number of Contributions	\$8.00/M
Reading Interest	\$8.00/M
Religious Affiliation	\$12.00/M
Subscribers	\$8.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$50.00
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GENDER

Male	30%
Female	70%

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$750.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION

Charges	\$100.00/F
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CANCELLATION INSTRUCTIONS

Orders cancelled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/material fees. Email Orders; Cancellation after testing is at full charges.

KEY CODING

Key Coding is available	
Charges	No charge

ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F
RUN CHARGE	\$8.00/M

SPECIAL INSTRUCTIONS

Sample Mail Piece Required for approval. Prepayment for new users. Prepayment required on all first time mailers and all Email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact