

## 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 hotline donors by category, number of contributions made during the last 12 months, avg. contribution amt., direct mail sourced, 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
750,000	1 Mos. Donors	\$75.00/M
1,759,000	3 Mos. Donors	\$75.00/M
386,000	3 Mos. Donors to Animal Welfare	+ \$8.00/M
65,000	3 Mos. Donors / Religious Cause	+ \$8.00/M
325,000	3 Mos. Donors / Children Cause	+ \$8.00/M
475,000	3 Mos. Donors / Political Cause	+ \$8.00/M
675,000	3 Mos. Donors / Health Causes	+ \$8.00/M
23,500	3 Mos. Donors / Political Causes & Catholics	+ \$8.00/M
460,000	3 Mos. Donors / Veteran Causes	+ \$8.00/M
249,674	3 Mos. Donors using Cash/Checks, no credit	\$70.00/M
1,143,000	3 Mos. Donors Age 50+	+ \$8.00/M
525,000	12 Mos. Spanish Speaking Donors	+ \$12.00/M

Digital Campaign Inquire

### 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: 15,000 Test: \$75/M base, selects waived** (except on ailment, ethnicity, political & religious affiliations; deal cannot be combined with other net/deal terms) Deal on new mailer test offers.

**NEW! Multi-Donors** using cash/checks with no credit card transactions. We've matched our donor transactional data, to our multi-million name database to identify donors that have no record of credit card transactions or online activity. They are consistent contributors that mail in their checks and cash to causes.

**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

**Donor\_Categories:** Animal Welfare, Art/Culture, Children, Environmental, Health, Humanitarian, Political, Religious, Veteran, Direct Mail Donors

**Interests:** Reading by Category, Beauty/Fashion, Hobbies, Crafts, Cooking, Diet/Nutrition, Health, Fitness, Gardening, Sports, Outdoors, Travel, Woodworking,

### 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	11/30/2022

### DATA CARD MAINTENANCE

New To System	02/11/2011
"New to System"	02/14/2011
Announcement	
Last Update	12/05/2022
Next Update	01/06/2023
Update Frequency	MONTHLY

Christian Families, Bible/Devotional Reading and more.

**Product Categories:** Apparel: Women's, Men's, Children, Baby/Infant, Large Size, Intimates, Swimwear, Footwear, Beauty/ Cosmetics/Skin Care, Health Products, Health Supplements, Ailments, Children Mdse, Books, Toys, Crafts by Category, Gifts, Home Décor, Home Furnishings, Jewelry, Linen/Bed/Bath, Magazines, Music, Books, religious Products, Sporting Goods, Toys, Travel, Luggage and much more. Hundreds available. Inquire.

**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 \$25/M. Digital Only: \$75/M; Media Buy and Campaign Monetization Separate Fee and available.

**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. Inquire.

**Modeling:** 25,000 Min. \$25/M scoring fee  
Types: Good Customer Model, Look A Like, Mail Regression Model Min. Data Required: 50M. 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

### **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*

### **Ailment Data** (12.00/M)

*Arthritis*  
*Diabetes*  
*Heart Condition*  
*Joint/Mobility*

### **Religious Affiliation** (12.00/M)

*Catholic*

*Jewish and Protestant  
 Product Buyers of Health  
 Garden  
 Children  
 Novelty Products  
 Religious  
 Wildlife  
 Military  
 Nurses and more*

**Collectibles**

*Americana  
 Cats  
 Dogs  
 Horses  
 Irish  
 Nautical  
 Native American  
 Western  
 Patriotic  
 Motorcycles  
 Military  
 Sports  
 Teacher  
 Nurse  
 Wildlife and more*

**SELECTS**

Age	\$8.00/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	\$8.00/M
Number of Contributions	\$8.00/M
Reading Interest	\$8.00/M
Ailment Data	\$12.00/M
Religious Affiliation	\$12.00/M
Collectibles	

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average	\$50.00
---------	---------

**GENDER**

Male	30%
Female	70%

**AVERAGE INCOME**

Value	\$45,000.00
-------	-------------

**MINIMUM ORDER**

Minimum Quantity	10,000
Minimum Price	\$750.00

**COMMISSIONS**

Broker	20%
Agency	15%

**NET NAME ARRANGEMENTS**

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

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

<b>Reuse is allowed</b>	
Minimum Quantity	0
Run Charge	

**CANCELLATION**

Charges	\$100.00/F
---------	------------

**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**

<b>Key Coding is available</b>	
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
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact