

Animal Care Donors



Animal Care Donors are compassionate multi-donors to animal welfare causes. They are heavy multiple contributors to a variety of animal humane causes. The file is overlaid with transactional data providing donors that are pet product buyers as well. Marketers can select identified dog, cat or general pet owners and more! A well targeted prospecting file for animal, environmental and wildlife appeals.

SEGMENTS

625,000	Total Universe / Universe Rate	\$75.00/M
217,000	1 Mos. Multi-Donors	\$80.00/M
315,257	3 Mos Multi-Donors	\$75.00/M
625,000	12 Mos Multi-Donors	\$75.00/M
	At Email Address 25M min	+ \$25.00/M
	Digital Campaign Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	397475
mIn ID	397475
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Multi Sourced, Direct mail sold, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/30/2014
New to Manager	11/01/2013
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	11/08/2013
"New to System"	05/01/2014
Announcement	
Last Update	07/06/2020
Next Update	07/07/2020
Update Frequency	MONTHLY

DESCRIPTION

Animal Care Donors are compassionate multi-donors to animal welfare causes. They are heavy multiple contributors to a variety of animal humane causes. The file is overlaid with transactional data providing donors that are pet product buyers as well. Marketers can select identified dog, cat or general pet owners. A well targeted prospecting file for animal, environmental and wildlife appeals at postal, email and for digital campaigns.

For a targeted audience geared towards a specific appeal, marketers can select direct mail sourced versus online, credit card donors, identified mail order buyers, subscribers, political affiliation and other demographic and lifestyle attributes.

Special Selects: Super Multi-Donors 3x, 4x+, Avg. Contribution Amount, Dog/Cat Owners, Age, Income, Pres. of Children, Direct Mail vs Online Sourced, # of Contributions. Inquire

Profile: 85% Female, Avg. Age 50+, Avg. Income \$40K

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

Minimum: 10,000 Postal

Email: Opt-In Email + \$25/M, 25,000 Min.

Prepayment required. 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. Tracking Reports provided. House file Suppression and Personalization Available.

Digital Campaign: \$40/M, 25,000 min. Cost is for Data Use. Media Buy & Campaign Monetization available. Inquire.

[Request a Quote](#)

SELECTS	
Age Range	\$8.00/M
Contribution Amount	\$8.00/M
Demographic and Lifestyle	\$8.00/M
Dog/Cat Owners	\$8.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Homeowners	\$8.00/M
Ident. Mail Order Buyers	\$8.00/M
Income	\$8.00/M
Lifestyle Interests	\$8.00/M
Multi-Donors	\$8.00/M
Pres. of Children	\$8.00/M
Super Multi-Donors 4+	\$8.00/M
Source: Direct Mail Online	

MANAGER	
DSA Direct, LLC	

UNIT OF SALE	
Average	\$50.00

GENDER	
Male	15%
Female	85%

AVERAGE INCOME	
Value	\$40,000.00

MINIMUM ORDER	
Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/M

EXCHANGES	
Exchange is not allowed	

REUSE	
Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION	
Charges	\$100.00/F

CANCELLATION INSTRUCTIONS
 Orders canceled 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.

KEY CODING	
Key Coding is available	
Charges	\$3.00/M

ADDRESSING	
FTP	\$75.00/F
EMAIL	\$75.00/F

SPECIAL INSTRUCTIONS
 Sample Mail Piece required for list owner approval. First Time Tests & Email Data Orders require Prepayment.

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) 928-8791

★ = Primary contact