

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 donor file is scored to provide the most responsive prospects and is selectable by recency, # of contributions, avg. gift, pet owners & more. A well targeted prospecting file for animal, environmental and wildlife appeals.

SEGMENTS

748,858	Total Universe / Universe Rate	\$80.00/M
131,325	1 Mos. Multi-Donors	\$80.00/M
309,265	3 Mos. Multi-Donors	\$80.00/M
748,858	12 Mos. Multi-Donors	\$80.00/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	08/31/2024

DATA CARD MAINTENANCE

New To System	11/08/2013
"New to System"	05/01/2014
Announcement	
Last Update	09/10/2024
Next Update	10/09/2024
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 nationwide. The donor file is scored to provide the most responsive prospects and is selectable by recency, # of contributions, avg. gift, pet owners & more. A well targeted prospecting file for animal, environmental and wildlife appeals.

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) Offer for new mailer tests only.

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](#)

PROFILE

Dog/Cat Owners (8.00/M)

Dog/Cat Owners

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
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GENDER

Male	15%
Female	85%

AVERAGE INCOME

Value	\$40,000.00
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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
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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
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★ = Primary contact