

Animal Rights Model Data by DATA



Reach top prospects for animal welfare appeals with the Animal Rights Model Data by DSA. Our in-house modelers have identified top scoring audiences to animal welfare appeals by utilizing our large transaction database of buyers, donors, subscribers, as well as activity from social media, phone apps and other resources to clearly provide best audiences at postal, email and for digital use.

SEGMENTS

1,650,000	Total Universe / Universe Rate	\$80.00/M
150,000	Top Scoring Prospects	\$80.00/M
250,000	Last 30 day	\$80.00/M
1,650,000	Total File	\$80.00/M
	Digital Use Available	

ID NUMBERS

Manager ID	
NextMark ID	576979
mIn ID	576979
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Direct mail sold, Multi Sourced, Buyers, Multi-buyers, Catalog, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/01/2023
New to Manager	01/01/2023
Counts Through	07/31/2024

DATA CARD MAINTENANCE

New To System	03/19/2021
"New to System"	03/22/2021
Announcement	
Last Update	07/31/2024
Next Update	09/06/2024
Update Frequency	MONTHLY

DESCRIPTION

Reach top prospects for animal welfare appeals with the **Animal Rights Model Data by DSA**. Our in-house modelers have identified top scoring audiences to animal welfare appeals by utilizing our large transaction database of buyers, donors, subscribers, as well as activity from social media, phone apps and other resources to clearly provide best audiences at postal, email and for digital use.

Pre-built models have identified top responding prospects for appeals by category. Additional select criteria can be applied, such as, Females, Dog/Cat or Pet Owners, avg. gift and direct mail sourced.

Available Audiences:

Select Audiences by Brand and/or Category: Animal Rights, Apparel and Accessories, Beauty, Anti-Aging, Diet/Weight Loss, Children, Cosmetics, Drugstores, Electronics, Fast Food Chains, Restaurants, Retail, Finances, Gaming, Gourmet Foods, Food Home Delivery, Health, Home Improvements, Pet Products, Sporting Goods, Travel, Telecom and more. Hundreds of audience groups available. Audience can be modified with additional selects such as demographic and geographic selects; Inquire for specific brands and additional models.

Monthly Updates

Minimum: 10,000 Postal Mailings

Email Available thru Opt-in to 3rd Party Data append. 25,000 Minimum with \$25/M select fee.

Digital / Social Media use is available with \$10/M select fee. Campaign Management available. Inquire

For more info contact [DSA Direct](#)

SELECTS

Age/Income	
Credit Card Buyers	
Demographic	
Dog Cat Pet Owners	
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	
Geo/Geographical	
Homeowners	
Lifestyle / Interests	
Online vs Direct Mail	
Subscribers	
Digital / Social	\$10.00/M
Email Campaign	\$25.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$50.00
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GENDER

Male	20%
Female	80%

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$450.00

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.

KEY CODING

Key Coding is available	
Charges	\$2.00/M

ADDRESSING

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

SPECIAL INSTRUCTIONS

Sample Mail Piece required on Tests for Approval. Tests and email orders require prepayment.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact