

Animal Rights Supporters by DSA



Animal Rights Supporters are contributors to animal rights groups coupled with an interest in animals, wildlife, environment, equestrian or domestic pets. The micro targeted audience been identified through an inhouse model process applied to the political donor database. Mostly females, age 40+ are all registered voters and selectable by political party affiliation and/or party contributed to.


SEGMENTS

551,271	Total Universe / Universe Rate	\$85.00/M
443,544	Recent Contributors	+ \$10.00/M
394,558	Recent Contributors Avg Gift \$25	+ \$10.00/M
307,566	Recent Contributors Avg Gift \$50	+ \$10.00/M
551,271	Total Contributors	\$85.00/M
	Email Campaign 25M Min.	\$25.00/M
	Digital Campaigns Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	611095
mIn ID	611095
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Compiled lists, Multi Sourced, Government records

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/04/2022
New to Manager	10/01/2022
Counts Through	11/30/2022

DATA CARD MAINTENANCE

New To System	10/04/2022
"New to System"	10/05/2022
Announcement	
Last Update	12/05/2022
Next Update	01/06/2023
Update Frequency	QUARTERLY

DESCRIPTION

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Micro Audiences Available:

2nd Amendment Supporters, Animal Rights, Current Affairs/Politics, Environmentalists, Evangelical, Green Party, Healthcare Reform, Border Security, Education, Immigration Reform, LGBT Supports/Donors, Libertarians, Marijuana Policy Reform, Marriage Equality, Military Supporters, Political Party Models by Decile Score, Pro-Life Pro-Choice, Taxes, Trump Supporters. Donors by Category by Model Scoring

Special Selects: Donor Gift Amt., Avg, Last or Cumulative, Donors by Category; Arts/Culture, Animal Welfare, Children, Community, Environmental, Health, International Aid, Political, Religious & Veteran appeals, Age, Income, Home ownership, Political turnout by model score for State, Midterm and Presidential Primary, Voter Propensity.

Phone Numbers available

Digital Campaign: \$40/M with 25,000 min. INQUIRE

Email: 25,000 Min.

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services available for \$275/F fee. Provide: Subject Line and Seed List. 2 Tests included additional test blasts \$150/F email. Tracking report with

delivered, opened, click thru. Personalization is available. House file suppression available, inquire. Prepayment required on all email.

[Contact DSA](#) for counts

PROFILE

Donor Category

Republican
 Conservative
 Liberal
 Religious
 First Amendments/Gun Rights
 Women's Causes

SELECTS

Age	
Demographic	
Donor Category	
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	
Geo/Geographical	
Gift Amt. Avg, Last, Total	\$10.00/M
Income Select	
Political Party Affiliation	\$10.00/M
Email Campaign	\$25.00/M
Digital Audiences	\$40.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$25.00
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GENDER

Male	25%
Female	75%

AVERAGE INCOME

Value	\$45,000.00
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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	\$85.00/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 cancellation run charges & shipping/material fees.

KEY CODING

Key Coding is available

Charges	\$3.00/M
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ADDRESSING

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

SPECIAL INSTRUCTIONS

Sample Mail Piece Required for List Owner Approval. Prepayment on new tests.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact

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