
Conservative Republican Donor Model by DSA



Reach top scoring prospects that believe in limited government, fiscal responsibility, individual freedom, free market with limited federal government intervention. The audience has been identified through a thorough modeling process that analyzes and appraises various actions.

SEGMENTS

475,000	Total Universe / Universe Rate	\$80.00/M
125,000	Top Scoring Conservative Republican Donors	\$80.00/M
475,000	Conservative Republican Donor Model	\$80.00/M
	Email Campaign 25M Min.	\$25.00/M
	Digital Campaigns Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	623297
mIn ID	622541
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Government records, Multi Sourced, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/14/2023
New to Manager	10/06/2023
Counts Through	01/31/2024

DATA CARD MAINTENANCE

New To System	09/14/2023
"New to System" Announcement	09/15/2023
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

DESCRIPTION

Reach top scoring prospects that believe in limited government, fiscal responsibility, individual freedom, free market with limited federal government intervention. The audience has been identified through a thorough modeling process that analyzes and appraises various actions such as contributions to organizations, political candidates, religious affiliation, related publication subscriptions, products purchased and online activity.

Demographics: 75% Male, 25% Female, Avg. HH Income: \$40K, Age 60+, Political Affiliation: Republican, Religious Affiliation Christian

Donor Model Audiences

Categories: Animal Welfare, Children Causes, Environmental / Climate Change, Food Insecurity, Gun Rights, Health, Health Ailments, Health Insurance, Hospital/Institution, Humanitarian, International, Immigration, Political: Conservative, Liberal, Pro-Choice, Pro-Life, Military, Veterans and more. Inquire.

Inquire for Models for your Specific Appeal. Custom Built Modeling 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 are 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 through. Personalization is available. Housefile suppression available, inquire. Prepayment required on all email.

[Contact DSA](#) for counts

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	75%
Female	25%

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	\$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