

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 | 07/31/2024 |

DATA CARD MAINTENANCE

| | |
|------------------|------------|
| New To System | 09/14/2023 |
| "New to System" | 09/15/2023 |
| Announcement | |
| Last Update | 07/31/2024 |
| Next Update | 09/06/2024 |
| 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

AVERAGE INCOME

Value **\$40,000.00**

| | |
|-----------------------------|-----------|
| 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 |
|---------|---------|

GENDER

| | |
|--------|-----|
| Male | 75% |
| Female | 25% |

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 |
|---------|------------|

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 |
|---------|----------|

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 |
|---|-----------------|---------------------------|----------------|----------------|
| Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834 | Sales Executive | LSantaite@DSAGraphics.com | (973) 954-2649 | (973) 625-8722 |

★ = Primary contact