

## Donors to Children Causes by DSA



Donors to Children Causes by DSA are all super multi-contribution donors to children related appeals. Causes contributed to include Children's health Issues, hospitals & institutions, international appeals, family support, youth-oriented programs / causes, and other related appeals. Donors are mostly age 50+ with an avg. gift of \$50+.

### SEGMENTS

|           |   |             |
|-----------|---|-------------|
| 1,045,834 | Total Universe / Universe Rate          | \$75.00/M   |
| 222,939   | 1 Mos. Multi-Donors to Children Causes  | \$85.00/M   |
| 403,733   | 3 Mos. Multi-Donors to Children Causes  | \$80.00/M   |
| 1,045,834 | 12 Mos. Multi-Donors to Children Causes | \$75.00/M   |
|           | Digital Campaigns                       | + \$40.00/M |

### ID NUMBERS

**Manager ID**  
**NextMark ID** 586515  
**mIn ID**  
**SRDS ID**

### MEDIA TYPE

Consumer 

### SOURCE

Direct mail sold, Compiled lists, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry **09/17/2021**  
 New to Manager **09/01/2021**  
 Counts Through **09/30/2021**

### DATA CARD MAINTENANCE

New To System **09/17/2021**  
 "New to System" **09/20/2021**  
 Announcement  
 Last Update **10/05/2021**  
 Next Update **11/08/2021**  
 Update Frequency **MONTHLY**

### DESCRIPTION

**Donors to Children Causes by DSA** are all super multi-contribution donors to children related appeals. Causes contributed to include Children's health Issues, hospitals & institutions, international appeals, family support, youth-oriented programs / causes, and other related appeals. Donors are mostly age 50+ with an avg. gift of \$50+.

**Additional Selects:** Direct Mail, # of contributions, Cross over donors to other Category Causes, such as Health, Art/Cultural, Environmental, Political as well as household demographics and ethnicity.

#### Donation Amount:

\$25+, \$50+, \$75+

**Digital Campaigns:** \$40/M on matched records, \$5/M views/impressions, \$500 min. Inquire

**Email:** 25,000 Min. Email that has been opted into 3rd party offers have been appended to this file.

#### Source:

Direct Mail, Telemarketing, Online

**Profile:** Avg Age 50+, Avg. HH Income \$75K+, Avg. Donation \$50

[Contact DSA](#)

### PROFILE

#### Donation Amount Ranges (10.00/M)

\$25+  
 \$50+  
 \$75+

| SELECTS                   |           |
|---------------------------|-----------|
| Age Range                 | \$8.00/M  |
| Demographic and Lifestyle | \$10.00/M |
| Donation Amount Ranges    | \$10.00/M |
| Ethnic/Ethnicity          | \$15.00/M |
| Gender/Sex                | \$8.00/M  |
| Household Income          | \$10.00/M |
| Pres. of Children         | \$10.00/M |
| Homeowners                | \$10.00/M |
| Children /Health Causes   | \$10.00/M |
| Children/ Food Banks      | \$10.00/M |
| Categories                | \$10.00/M |

| MANAGER         |  |
|-----------------|--|
| DSA Direct, LLC |  |

| UNIT OF SALE |         |
|--------------|---------|
| Average      | \$50.00 |

| GENDER |     |
|--------|-----|
| Male   | 20% |
| Female | 80% |

| AVERAGE INCOME |             |
|----------------|-------------|
| Value          | \$75,000.00 |

| MINIMUM ORDER    |          |
|------------------|----------|
| Minimum Quantity | 7,500    |
| Minimum Price    | \$500.00 |

| COMMISSIONS |     |
|-------------|-----|
| Broker      | 20% |
| Agency      | 15% |

| NET NAME ARRANGEMENTS      |          |
|----------------------------|----------|
| <b>Net Name is allowed</b> |          |
| Floor                      | 85%      |
| Minimum Quantity           | 50,000   |
| Run Charges                | \$8.00/M |

| EXCHANGES                      |  |
|--------------------------------|--|
| <b>Exchange is not allowed</b> |  |

| REUSE                   |   |
|-------------------------|---|
| <b>Reuse is allowed</b> |   |
| 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 run charges & shipping/material fees.

| KEY CODING                     |          |
|--------------------------------|----------|
| <b>Key Coding is available</b> |          |
| Charges                        | \$3.00/M |

| ADDRESSING |           |
|------------|-----------|
| FTP        | \$75.00/F |
| EMAIL      | \$75.00/F |

**SPECIAL INSTRUCTIONS**  
 Sample Mail Piece required for list owner approval. Prepayment required on new tests.

| CONTACTS   |                 |                           |                |                |
|--|-----------------|---------------------------|----------------|----------------|
| Contact Name   | Role            | Email                     | Phone          | Fax            |
| ★ Linda Santaite<br>DSA Direct, LLC<br>431 E. Main Street, Unit #3<br>Denville, NJ 07834 | Sales Executive | lsantaite@dsagraphics.com | (973) 954-2649 | (973) 928-8791 |

★ = Primary contact