
Donors to Health Causes by DSA



Donors to Health Causes by DSA are all multi-contribution donors to health related appeals. Causes contributed to include hospital foundations, ailments & disease research, including cancer, heart and stroke, women's health issues and other related appeals. The donors are mostly age 50+ and contribute on average \$50.00+ and have a strong interest in supporting health related non-profits.

SEGMENTS

1,595,000	Total Universe / Universe Rate	\$75.00/M
356,500	1 Mos. Multi-Donors to Health Causes	\$85.00/M
645,000	3 Mos. Multi-Donors to Health Causes	\$80.00/M
1,595,000	12 Mos. Multi-Donors to Health Causes	\$75.00/M
	Digital Campaigns	+ \$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	481369
mIn ID	481369
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Multi Sourced, Compiled lists, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/10/2017
New to Manager	06/27/2017
Counts Through	05/31/2020

DATA CARD MAINTENANCE

New To System	06/27/2017
"New to System"	10/11/2017
Announcement	
Last Update	06/29/2020
Next Update	07/07/2020
Update Frequency	MONTHLY

DESCRIPTION

Donors to Health Causes by DSA are all multi-contribution donors to health related appeals. Causes contributed to include hospital foundations, ailments & disease research, including cancer, heart and stroke, women's health issues and other related appeals. The donors are mostly age 50+, contribute on average \$50.00+ and have a strong interest in supporting health related non-profits.

Additional Selects: Direct Mail, # of contributions, Contributors to Other Category Causes as well as Health Cause donors, Contribution Amount

Donation Amount:

\$25+, \$50+

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

Email: 25,000 Min. Email that has been opted in to 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)

Donation Amount Ranges

Ethnic/Ethnicity (15.00/M)

Children

Health/Ailment
 Environmental
 Food/Hunger
 Foreign Aid
 Humanitarian
 Natural Disasters
 Hispanic
 Spanish Speaking
 African American

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

MANAGER
DSA Direct, LLC

UNIT OF SALE	
Average	\$50.00

GENDER	
Male	25%
Female	75%

AVERAGE INCOME	
Value	\$75,000.00

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	\$8.00/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 run charges & shipping/material fees.

KEY CODING	
Key Coding is available	
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
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★ = Primary contact