

Donors to Political Causes by DSA



Donors to Political Causes by DSA are all multi-contribution donors to politically minded appeals. Causes contributed to include political campaigns, party causes, world views, environmental, family and other traditional appeals. The donors are mostly age 50+ and contribute on average \$50.00+ and have a strong interest in supporting politically related non-profits.

SEGMENTS

1,775,000	Total Universe / Universe Rate	\$75.00/M
155,000	1 Mos. Multi-Donors to Causes	\$85.00/M
450,000	3 Mos. Multi-Donors to Political Causes	\$80.00/M
1,775,000	12 Mos. Multi-Donors to Political Causes	\$75.00/M
	Digital Campaigns	\$35.00/M

ID NUMBERS

Manager ID	
NextMark ID	550816
mIn ID	550816
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Direct mail sold, Compiled lists, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	12/24/2019
New to Manager	06/27/2017
Counts Through	07/31/2020

DATA CARD MAINTENANCE

New To System	12/24/2019
"New to System"	12/25/2019
Announcement	
Last Update	08/06/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

DESCRIPTION

Donors to Political Causes by DSA are all multi-contribution donors to politically minded appeals. Causes contributed to include political campaigns, party causes, world views, environmental, family and other traditional appeals. The donors are mostly age 50+ and contribute on average \$50.00+ and have a strong interest in supporting politically related non-profits.

Additional Selects: Direct Mail, # of contributions, Contributors to Other Category Causes as well as by Political Party; Republican, Democratic, Contribution Amount

Donation Amount: \$25+, \$50+

Source:

Direct Mail, Telemarketing, Online

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

Digital Campaigns: \$35/M on matched records, \$5/M impressions/views, \$500 Min. Inquire

Email: 25,000 Min.

Email that has been opted in to 3rd party offers have been appended to this file.

[Contact DSA](#)

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PROFILE

Donation Amount Ranges (10.00/M)

Donation Amount Ranges

SELECTS	
Age Range	\$8.00/M
Donation Amount Ranges	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Household Income	\$8.00/M
Demographic and Lifestyle	\$8.00/M
Pres. of Children	\$8.00/M
Political Affiliation	\$12.00/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