

**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. Donors are mostly age 50+ with an avg. gift of \$50 and have a strong interest in supporting politically related non-profits.



**SEGMENTS**

2,275,000	Total Universe / Universe Rate	\$75.00/M
195,000	1 Mos. Multi-Donors to Causes	\$80.00/M
280,000	3 Mos. Political Donors - Democrats	+ \$10.00/M
195,000	3 Mos. Political Donors - Republican	+ \$10.00/M
450,000	3 Mos. Multi-Donors to Political Causes	\$75.00/M
2,275,000	12 Mos. Multi-Donors to Political Causes	\$75.00/M
	Email - Opt-in	+ \$25.00/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	08/31/2024

**DATA CARD MAINTENANCE**

New To System	12/24/2019
"New to System"	12/25/2019
Announcement	
Last Update	09/10/2024
Next Update	10/10/2024
Update Frequency	MONTHLY

**DESCRIPTION**

**Donors to Political Causes by DSA** are all multi-contribution high income 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.

Audience is well suited for appeals for political organizations, health, hospital, memberships, newsletters and investment offers.

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

**Donation Amount:** \$25+, \$35+, \$50+, \$75+, \$100+

**Source:**

Direct Mail, Telemarketing, Online

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

**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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**SELECTS**

Age Range	\$8.00/M
Donation Amount Ranges	\$7.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Household Income	\$8.00/M

**AVERAGE INCOME**

Value	\$75,000.00
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**MINIMUM ORDER**

Minimum Quantity	7,500
Minimum Price	\$500.00

Demographic and Lifestyle	<b>\$8.00/M</b>
Pres. of Children	<b>\$8.00/M</b>
Political Affiliation	<b>\$10.00/M</b>
Net Worth	<b>\$8.00/M</b>
Donors to Multi-Causes	<b>\$8.00/M</b>
Identified Investors	<b>\$8.00/M</b>

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average **\$50.00**

**GENDER**

Male **60%**  
 Female **40%**

**COMMISSIONS**

Broker	<b>20%</b>
Agency	<b>15%</b>

**NET NAME ARRANGEMENTS**

**Net Name is allowed**

Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$8.00/M</b>

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

**Reuse is allowed**

Minimum Quantity	<b>0</b>
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	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>

**SPECIAL INSTRUCTIONS**

Sample Mail Piece required for list owner approval. Prepayment required 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) 928-8791

★ = Primary contact