

Donors to Veteran & Political Causes by DSA



Donors to Veteran & Political Causes by DSA Supporting veterans and political causes is paramount to this audience. We've taken our large transactional database of donor contributions and our consumer database and built a targeted audience. Donors are mostly age 60+ with an average gift amount of \$25.

SEGMENTS

1,900,124	Total Universe / Universe Rate	\$80.00/M
345,477	Top Scoring Donors	\$80.00/M
1,900,124	Total Model	\$80.00/M
	Email Campaign 25M Min.	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	604156
mIn ID	604156
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Compiled lists, Direct mail sold, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	06/23/2022
New to Manager	06/01/2021
Counts Through	11/30/2022

DATA CARD MAINTENANCE

New To System	06/23/2022
"New to System"	06/24/2022
Announcement	
Last Update	12/05/2022
Next Update	01/06/2023
Update Frequency	MONTHLY

DESCRIPTION

Donors to Veteran & Political Causes by DSA Supporting veterans and political causes is paramount to this audience. We've taken our large transactional database of donor contributions and our consumer database and built a targeted audience. Donors are mostly age 60+ with an average gift amount of \$25.

Additional Selects: Direct Mail Sourced, Gift Amt., Contributors to Other Category Causes as well as by Political Party; Republican, Democratic, Contribution Amount, Pet Owners Dog/Cat and more. Inquire

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

Source: Direct Mail, Telemarketing, Online

Profile: Avg Age 60+, Avg. HH Income \$55K+, Avg. Donation \$25

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

Digital Campaigns: Inquire

[Contact DSA](#)

PROFILE

Donation Amount

\$25+
\$50+

SELECTS

Age Range	
Donation Amount	
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	

AVERAGE INCOME

Value **\$35,000.00**

MINIMUM ORDER

Minimum Quantity **10,000**

Household Income	
Demographic and Lifestyle	
Political Affiliation	\$12.00/M
MANAGER	
DSA Direct, LLC	
UNIT OF SALE	
Average	\$25.00
GENDER	
Male	35%
Female	65%

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
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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
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