
Donors with Ailments by DSA



Donors with Ailments by DSA provides multi-donors to charitable causes that have self-reported ailment concerns, purchased related health products and/or subscribed to related publications. Having an ailment or having a strong connection to an ailment tends to have individuals more responsive to appeals concerning it.

SEGMENTS

2,156,330	Total Universe / Universe Rate	\$80.00/M
210,724	30-Day Multi-Donors w/Any Ailment	\$85.00/M
568,839	3 Mos Multi-Donors w/Any Ailment	\$80.00/M
2,156,330	12 Mos Multi-Donors w/Any Ailment	\$80.00/M
75,025	3 Mos Multi-Donors w/ Arthritis	+ \$10.00/M
48,732	3 mos. Multi-Donors w/ Diabetes	+ \$10.00/M
56,514	3 Mos Multi-Donors w/ Heart Conditions	+ \$10.00/M
33,109	3 Mos Donors w/ Cancer	+ \$10.00/M
62,000	3 Mos Donors w/ Joint/Mobility	+ \$10.00/M
	Digital Campaigns - Inquire	\$50.00/M

DESCRIPTION

Donors with Ailments by DSA provides multi-donors to charitable causes that have self-reported ailment concerns, purchased related health products and/or subscribed to related publications. Having an ailment or having a strong connection to an ailment tends to have individuals more responsive to appeals concerning it. The file updates monthly and modeling is available to help target your best prospects!

Selects: Any Ailment, Allergies, Alzheimer's, Arthritis, Asthma, Bladder Control, Cancer Concerns, Diabetes, Emphysema, High Blood Pressure, High Cholesterol, Heart/Cardiac, Loss of Hearing, Osteoporosis, Physical Handicap, Donors by Category, Reading Interest, Age, Income, number of contributions and other demographic and lifestyle selects.

Minimum Qty: 10,000 Postal, 25,000 Email

MODELING AVAILABLE:

25,000 Minimum Rental Order Needed to build model.
6-8 Weeks Processing Time.
Min. 25,000 records supplied.

Digital Campaigns - \$50/M on matched records. Inquire for details

Minimum for Emails: 25,000

Email Rate: \$100/M includes 2 tests, deployment and tracking reports. Inquire. Creative required for approval. HTML & Plain Text needed for Email. Client to supply subject line, seed list for email blast. Online tracking included. Additional test blasts at \$100/ per additional test.

Available at Postal & Email Address. Email is appended with Opt-in data.

[Contact DSA](#)

ID NUMBERS

Manager ID	
NextMark ID	430760
mIn ID	430760
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Direct response, Lifestyle questionnaire, Compiled lists, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	02/06/2015
New to Manager	11/29/2013
Counts Through	01/31/2024

DATA CARD MAINTENANCE

New To System	02/06/2015
"New to System" Announcement	02/09/2015
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

PROFILE

Ailments (10.00/M)

1 Mos. MOB's Supplements-

Arthritis	100,823	
Diabetes	73,126	
Joint Mobility	96,538	
Prostate/Potency	69,462	
Cardiac/Heart	41,269	

Donor by Category Cause (10.00/M)

- Any Ailment
- Allergies
- Alzheimer's
- Arthritis
- Asthma
- Bladder Control
- Diabetes
- Emphysema
- High Blood Pressure
- High Cholesterol
- Loss of Hearing
- Osteoporosis
- Physical Handicap
- Donors by Category
- Reading Interest
- Age
- Income
- demographic
- lifestyle

SELECTS

Age Range	\$8.00/M
Ailments	\$10.00/M
Demographic	\$8.00/M
Donor by Category Cause	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Range	\$8.00/M
Allergies	\$10.00/M
Arthritis	\$10.00/M
Asthma	\$10.00/M
Bladder	\$10.00/M
Cancer Concerns	\$10.00/M
Cholesterol	\$10.00/M
Diabetes	\$10.00/M
Emphysema	\$10.00/M
High Blood Pressure	\$10.00/M
Loss of Hearing	\$10.00/M
Osteoporosis	\$10.00/M
Physical Handicap	\$10.00/M
Number of Contributions	\$8.00/M

MANAGER

DSA Direct, LLC

GENDER

Male	48%
Female	47%

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Minimum Quantity	10,000
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 cancel. run chrgs & shipping/material fees.

KEY CODING

Key Coding is available
Charges

No charge

ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F
RUN CHARGE	\$8.00/M

SPECIAL INSTRUCTIONS

Sample Mail Piece required for list owner approval.
Prepayment for first time users. Prepayment required
on all email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact