

## Health Cause Look A Like Model Data by DSA



Health Cause Look a Like Model by DSA. We've taken our responsive donor transactional file and identified top ranking donors to health-related causes. Marketers can select top ranking donors by category such as health/ailment, hospital/Institutions, Children's, and Women's Health appeals. The prospects are highly responsive, contribute frequently and respond generously.

### SEGMENTS

1,500,000	Total Universe / Universe Rate	\$80.00/M
150,000	30-Day Donors or Top Scoring Records	\$80.00/M
450,000	3 Month Top Scoring Donors	\$80.00/M
1,500,000	12 Month Donors	\$80.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Digital Campaigns Inquire	\$40.00/M

### ID NUMBERS

Manager ID	
NextMark ID	572715
mIn ID	
SRDS ID	

### MEDIA TYPE

Consumer

### SOURCE

Buyers, Compiled lists, Internet/On-Line, Direct response, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	12/29/2020
New to Manager	04/16/2019
Counts Through	11/30/2020

### DATA CARD MAINTENANCE

New To System	12/29/2020
"New to System" Announcement	
Last Update	12/29/2020
Next Update	01/08/2021
Update Frequency	MONTHLY

### DESCRIPTION

**Health Cause Look a Like Model by DSA.** We've taken our responsive donor transactional file and identified top ranking donors to health-related causes. Marketers can select top ranking donors by category such as health/ailment, hospital/Institutions, Children's, and Women's Health appeals. The file is available on a rental basis. The model was built using our large database of donors, buyers, subscribers, and layers of appended data. The prospects are highly responsive, contribute frequently and respond generously.

### Donor Model Audiences

Categories: Children Health Appeals, All Health, Health Ailments, Cancer / Diabetes / Heart/Cardiac, Hospital/Institution and more. Inquire.

Custom Model Builds available. Data contribution is required. [Inquire for details](#)

**Inquire for Models** for your Specific Appeal. Custom Built Modeling Available. Inquire

**Digital Campaign:** \$40/M with 25,000 min. INQUIRE

**Email:** 25,000 Min.

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services available for \$275/F fee. Provide: Subject Line and Seed List. 2 Tests included additional test blasts \$150/F email. Tracking report with delivered, opened, click thru. Personalization is available. House file suppression available, inquire. Prepayment required on all email.

### SELECTS

Age	
Demographic	
Ailment	\$10.00/M
Donor Category	
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	

### AVERAGE INCOME

Value	\$45,000.00
-------	-------------

### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

Geo/Geographical	
Income Select	
Lifestyle	
Email Campaign	\$25.00/M
Digital Audiences	\$40.00/M

**MANAGER**  
**DSA Direct, LLC**

**UNIT OF SALE**

Average	\$25.00
---------	---------

**GENDER**

Male	35%
Female	65%

**COMMISSIONS**

Broker	20%
Agency	15%

**NET NAME ARRANGEMENTS**

**Net Name is allowed**

Floor	85%
Minimum Quantity	50,000
Run Charges	\$85.00/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 cancellation run charges & shipping/material fees.

**KEY CODING**

**Key Coding is available**

Charges	\$3.00/M
---------	----------

**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 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) 625-8722

★ = Primary contact