

Mature American Donors by DSA



Mature American Donors are concerned conservatives that donate to political appeals generously. They are mostly age 50+ and seek to influence policy, bolster their groups' ideology and promote their chosen candidates. All donors have made a contribution of \$50+ within last 30-days and are multi-donors.

SEGMENTS

625,000	Total Universe / Universe Rate	\$85.00/M
150,000	1 Mos. Multi-Donors	\$95.00/M
325,000	3 Mos. Multi-Donors	\$90.00/M
625,000	12 Mos. Multi-Donors	\$85.00/M
	Digital Campaign - Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	292728
mIn ID	149064
SRDS ID	928087-000

MEDIA TYPE

Consumer

SOURCE

Government records, Multi Sourced, Direct response

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/12/2010
New to Manager	08/12/2010
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	08/12/2010
"New to System"	08/17/2010
Announcement	
Last Update	07/23/2020
Next Update	08/04/2020
Update Frequency	MONTHLY

DESCRIPTION

Mature American Donors are concerned conservatives that donate to political appeals generously. They are mostly age 50+ and seek to influence policy, bolster their groups' ideology and promote their chosen candidates. All donors have made a contribution of atleast \$50+ within last 30-days and are multi-donors to political causes. Their more significant contribution amount annually provides mailers with insight as to committment to fund causes that resonate with thier values.

Special Selects:

Contribution Amt, # of contributions, Political Affiliation, HH Income, Age, Donors to Other Category Causes, Ethnicity, Religious affiliation, Direct Mail

MINIMUM: 7,500 postal mailing

Digital Campaigns - \$40/M on matched records with \$500 min.

SELECTS

Age	\$8.00/M
Demographic	\$8.00/M
Donation Amount	\$8.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Lifestyle and Interests	\$8.00/M
Political Party Affiliation	\$10.00/M

AVERAGE INCOME

Value	\$40,000.00
-------	-------------

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

MANAGER

DSA Direct, LLC

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

UNIT OF SALE

Average	\$50.00
---------	---------

GENDER

Male	64%
------	-----

EXCHANGES

Exchange is not allowed

Female

33%

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 **\$2.00/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.
 New first time tests require Prepayment.

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