

Mature American Donors by DSA



Mature American Donors are concerned conservatives that donate to political and senior oriented 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+ and are multi-donors.

SEGMENTS

916,365	Total Universe / Universe Rate	\$85.00/M
529,014	1 Mos. Multi-Donors	\$95.00/M
756,924	3 Mos. Multi-Donors	\$90.00/M
916,365	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	01/31/2024

DATA CARD MAINTENANCE

New To System	08/12/2010
"New to System"	08/17/2010
Announcement	
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

DESCRIPTION

Mature American Donors are concerned conservatives that donate to political and senior related appeals generously. They are mostly age 50+ and seek to influence policy, bolster their groups' ideology and promote their chosen candidates and causes. All donors have contributed at least \$50+ within and are multi-donors to political causes. Their more significant contribution amount annually provides mailers with insight as to commitment to fund causes that resonate with their values.

Special Selects:

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

MINIMUM: 7,500 postal mailing

Digital Campaigns - Available. Inquire

[Contact DSA](#)

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
Democratic	\$10.00/M
Republican	\$10.00/M
Conservative Republican	\$10.00/M
Liberal	\$10.00/M

MANAGER
DSA Direct, LLC

UNIT OF SALE

AVERAGE INCOME

Value	\$40,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
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

Average **\$50.00**

GENDER

Male **64%**
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
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★ = Primary contact