

Political Donor Look A Like Model Data by DSA



Political Donor Look a Like Model by DSA. We've taken our responsive donor transactional file and identified top ranking donors to political causes. Marketers can select top ranking donors by category such as Democrat, Republican, Conservative, Liberal appeals. The file is available on a rental basis. The model was built using our large database of donors, buyers, subscribers, social media activity and layers of appended data.


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	572716
mIn ID	572716
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	12/29/2020
New to Manager	12/29/2020
Counts Through	09/30/2021

DATA CARD MAINTENANCE

New To System	12/29/2020
"New to System"	12/30/2020
Announcement	
Last Update	10/12/2021
Next Update	11/08/2021
Update Frequency	MONTHLY

DESCRIPTION

Political Donor Look a Like Model by DSA. We've taken our responsive donor transactional file and identified top ranking donors to political causes. Marketers can select top ranking donors by category such as Democrat, Republican, Conservative, Liberal appeals. The file is available on a rental basis. The model was built using our large database of donors, buyers, subscribers, social media activity and layers of appended data. The prospects are highly responsive, contribute frequently and respond generously.

Donor Model Audiences

Categories: Democrat, Republican, Conservative, Liberal, Religious, First Amendments/Gun Rights, Women's Causes 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.

[Contact DSA](#) for counts

PROFILE

Donor Category

Republican

Conservative

Liberal
 Religious
 First Amendments/Gun Rights
 Women's Causes

SELECTS		AVERAGE INCOME	
Age		Value	\$45,000.00
Demographic		MINIMUM ORDER	
Donor Category		Minimum Quantity	7,500
Ethnic/Ethnicity	\$10.00/M	Minimum Price	\$500.00
Gender/Sex		COMMISSIONS	
Geo/Geographical		Broker	20%
Income Select		Agency	15%
Lifestyle		NET NAME ARRANGEMENTS	
Political Party Affiliation	\$10.00/M	Net Name is allowed	85%
Email Campaign	\$25.00/M	Floor	50,000
Digital Audiences	\$40.00/M	Minimum Quantity	50,000
MANAGER		Run Charges	\$85.00/M
DSA Direct, LLC		EXCHANGES	
UNIT OF SALE		Exchange is not allowed	
Average	\$25.00	REUSE	
GENDER		Reuse is allowed	
Male	35%	Minimum Quantity	0
Female	65%	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
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★ = Primary contact