

Political Donors Concerned About Taxes by DSA



Political Donors Concerned About Taxes have an expressed interest in tax issues and are contributors to organizations focused on tax issues. The micro targeted audience been identified through an inhouse model process applied to the political donor database. Mostly males, age 50+, are all registered voters and selectable by political party affiliation and/or party contributed to and so much more. The database updates quarterly and offers a variety of micro audience profiles to provide targeted prospects for nonprofits.

SEGMENTS

537,276	Total Universe / Universe Rate	\$85.00/M
417,068	Recent Contributors Avg Gift \$25	+ \$10.00/M
331,498	Recent Contributors Avg Gift \$50	+ \$10.00/M
537,276	Total Recent Contributors	\$85.00/M
	Email Campaign 25M Min.	\$25.00/M
	Digital Campaigns Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	606241
mIn ID	606241
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Compiled lists, Government records

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/01/2022
New to Manager	07/27/2022
Counts Through	12/31/2022

DATA CARD MAINTENANCE

New To System	07/26/2022
"New to System" Announcement	08/02/2022
Last Update	01/26/2023
Next Update	02/07/2023
Update Frequency	QUARTERLY

DESCRIPTION

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Demographics: 55% Male, 44% Female, Mostly Age 50+, 79% Age 60+, Mostly Conservatives 49.52%, 36% Liberals.

Micro Audiences Available:

2nd Amendment Supporters, Animal Rights, Current Affairs/Politics, Environmentalists, Evangelical, Green Party, Healthcare Reform, Border Security, Education, Immigration Reform, LGBT Supports/Donors, Libertarians, Marijuana Policy Reform, Marriage Equality, Military Supporters, Political Party Models by Decile Score, Pro-Life Pro-Choice, Taxes, Trump Supporters. Donors by Category by Model Scoring

Special Selects: Donor Gift Amt., Avg, Last or Cumulative, Donors by Category; Arts/Culture, Animal Welfare, Children, Community, Environmental, Health, International Aid, Political, Religious & Veteran appeals, Age, Generational Category, Income, Home ownership, Political turnout by model score for State, Midterm and Presidential Primary, Voter History, Voter Propensity.

Phone Numbers available

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

Special Selects

- Donor Gift Amt*
- Avg*
- Last or Cumulative*
- Donors by Category*
- Arts/Culture*
- Animal Welfare*
- Children*
- Community*
- Environmental*
- Health*
- International Aid*
- Political*
- Religious and Veteran appeals*
- Age*
- Income*
- Home ownership*
- Political turnout by model score for State*
- Midterm and Presidential Primary*
- Voter Propensity*

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%
Gift Amt. Avg, Last, Total	\$10.00/M	Agency	15%
Income Select		NET NAME ARRANGEMENTS	
Political Party Affiliation	\$10.00/M	Net Name is allowed	
Email Campaign	\$25.00/M	Floor	85%
Digital Audiences	\$40.00/M	Minimum Quantity	50,000
Special Selects		Run Charges	\$85.00/M
MANAGER		EXCHANGES	
DSA Direct, LLC		Exchange is not allowed	
UNIT OF SALE		REUSE	
Average	\$25.00	Reuse is allowed	
GENDER		Minimum Quantity	0
Male	55%	Run Charge	
Female	45%	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