

## Political Donors for 2nd Amendment Rights by DSA



Political Donors for 2nd Amendment Rights by DSA - Reach conservative political donors with an interest in preserving Gun rights. 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 better prospects for nonprofits.

### SEGMENTS

458,126	Total Universe / Universe Rate	\$85.00/M
451,592	Recent Contributors Avg Gift \$25	+ \$10.00/M
360,039	Recent Contributors Avg Gift \$50	+ \$10.00/M
458,126	Recent 2nd Amendment Contributors	\$85.00/M
216,911	Recent Contrib. Avg. Gift \$25+ Age 50+ Repub.	+ \$25.00/M
	Email Campaign 25M Min.	\$25.00/M
	Digital Campaigns Inquire	\$40.00/M

### ID NUMBERS

Manager ID	
NextMark ID	606174
mIn ID	606174
SRDS ID	

### MEDIA TYPE

Consumer

### SOURCE

Compiled lists, Multi Sourced, 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	07/25/2022
"New to System"	08/02/2022
Announcement	
Last Update	02/01/2023
Next Update	02/07/2023
Update Frequency	MONTHLY

### DESCRIPTION

#### Political Donors for 2nd Amendment Rights by DSA

Reach conservative political donors with an interest in preserving 2nd Amendment rights. This Micro Target audience is in an inhouse model that identifies pro 2nd amendment contributors and donors with an interest in hunting, shooting or military history from 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 better prospects for nonprofits. The file is further enhanced with demographics.

**Demographics:** 57% Male, 43% Female, 35% Republican, 24% Democrat, HH Income: 95% \$50K+, 89% \$75K+

#### Micro Audiences Available:

2<sup>nd</sup> 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, Income, Home ownership, Political turnout by model score for State, Midterm and Presidential Primary, Voter History, Voter Propensity.

Phone Numbers and Email Addresses 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**

Age	
Demographic	
Donor Category	
Ethnic/Ethnicity	<b>\$10.00/M</b>
Gender/Sex	
Geo/Geographical	
Gift Amt. Avg, Last, Total	<b>\$10.00/M</b>
Income Select	
Political Party Affiliation	<b>\$10.00/M</b>
Email Campaign	<b>\$25.00/M</b>
Digital Audiences	<b>\$40.00/M</b>
Special Selects	

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average	<b>\$25.00</b>
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**GENDER**

Male	<b>57%</b>
Female	<b>43%</b>

**AVERAGE INCOME**

Value	<b>\$45,000.00</b>
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**MINIMUM ORDER**

Minimum Quantity	<b>7,500</b>
Minimum Price	<b>\$500.00</b>

**COMMISSIONS**

Broker	<b>20%</b>
Agency	<b>15%</b>

**NET NAME ARRANGEMENTS**

<b>Net Name is allowed</b>	
Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$85.00/M</b>

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

<b>Reuse is allowed</b>	
Minimum Quantity	<b>0</b>
Run Charge	

**CANCELLATION**

Charges	<b>\$100.00/F</b>
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**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**

<b>Key Coding is available</b>	
Charges	<b>\$3.00/M</b>

**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