

## Political Donors for Gun Control by DSA



Political Donors for Gun Control by DSA - Reach avid political donors that have contributed to organizations that support gun control initiatives. They are mostly democrats and liberal minded. Contributors are all registered voters and selectable by political party affiliation and/or party contributed to.

### SEGMENTS

123,271	Total Universe / Universe Rate	\$85.00/M
90,080	Recent Contributors Avg Gift \$25	+ \$10.00/M
69,831	Recent Contributors Avg Gift \$50	+ \$10.00/M
123,271	Recent Contributors to Gun Control	\$85.00/M
	Email Campaign 25M Min.	\$25.00/M
	Digital Campaigns Inquire	\$40.00/M

### ID NUMBERS

Manager ID	
NextMark ID	616345
mIn ID	616345
SRDS ID	

### MEDIA TYPE

Consumer	
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### SOURCE

Government records, Compiled lists, Multi Sourced

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	01/25/2023
New to Manager	07/27/2022
Counts Through	01/31/2023

### DATA CARD MAINTENANCE

New To System	01/25/2023
"New to System"	01/26/2023
Announcement	
Last Update	01/31/2023
Next Update	03/06/2023
Update Frequency	MONTHLY

### DESCRIPTION

#### Political Donors for Gun Control by DSA

Reach avid political donors that have contributed to organizations that support gun control initiatives. They are mostly democrats and liberal minded. Contributors are all registered voters and selectable by political party affiliation and/or party contributed to and so much more. This Micro Target audience is from an inhouse model that identifies the audience using several variables. File excludes individuals flagged as Pro 2nd Amendment and or / Socially Conservative. 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:** 53% Females, 47% Males,

#### 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*

<b>SELECTS</b>		<b>AVERAGE INCOME</b>	
Age		Value	<b>\$45,000.00</b>
Demographic		<b>MINIMUM ORDER</b>	
Donor Category		Minimum Quantity	<b>7,500</b>
Ethnic/Ethnicity	<b>\$10.00/M</b>	Minimum Price	<b>\$500.00</b>
Gender/Sex		<b>COMMISSIONS</b>	
Geo/Geographical		Broker	<b>20%</b>
Gift Amt. Avg, Last, Total	<b>\$10.00/M</b>	Agency	<b>15%</b>
Income Select		<b>NET NAME ARRANGEMENTS</b>	
Political Party Affiliation	<b>\$10.00/M</b>	<b>Net Name is allowed</b>	
Email Campaign	<b>\$25.00/M</b>	Floor	<b>85%</b>
Digital Audiences	<b>\$40.00/M</b>	Minimum Quantity	<b>50,000</b>
Special Selects		Run Charges	<b>\$85.00/M</b>
<b>MANAGER</b>		<b>EXCHANGES</b>	
<b>DSA Direct, LLC</b>		<b>Exchange is not allowed</b>	
<b>UNIT OF SALE</b>		<b>REUSE</b>	
Average	<b>\$25.00</b>	<b>Reuse is allowed</b>	
<b>GENDER</b>		Minimum Quantity	<b>0</b>
Male	<b>47%</b>	Run Charge	
Female	<b>53%</b>	<b>CANCELLATION</b>	
		Charges	<b>\$100.00/F</b>
		<b>CANCELLATION INSTRUCTIONS</b>	
		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.	
		<b>KEY CODING</b>	
		<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
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★ = Primary contact