
Political Donors for Health Care Reform DSA



Political Donors for Health Care Reform by DSA reach politically active donors that have contributed to organizations or campaigns that either support or oppose the Affordable Health Care Act. The micro targeted audience been identified through an inhouse model process applied to the political donor database. Mostly age 50+ all are registered active voters and selectable by political party affiliation and/or party contributed to as well as supporting or opposing position.

SEGMENTS

478,785	Total Universe / Universe Rate	\$85.00/M
149,710	Recent Contributors Supporting Health Care Reform	\$85.00/M
134,769	Rec. Contrib. Supporters Avg Gift \$25	+ \$10.00/M
104,897	Rec. Contrib. Supporters Avg Gift \$50	+ \$10.00/M
91,355	Recent Contributors Opposing Health Care Reform	\$85.00/M
83,076	Rec. Contrib. Supporters Avg Gift \$25	+ \$10.00/M
67,003	Rec. Contrib. Supporters Avg Gift \$25	+ \$10.00/M
	Email Campaign 25M Min.	\$25.00/M
	Digital Campaigns Inquire	\$40.00/M

DESCRIPTION

Political Donors for Health Care Reform are politically active contributors to organizations or campaigns concerning the Affordable Care Act. Marketers can either select supporters of the Affordable Health Care Act or those who oppose it. The micro targeted audience been identified through an inhouse model process applied to the political donor database. Mostly age 50+ are all registered voters and selectable by political party affiliation and/or party contributed to.

Supporters Demographics:

41% Males, 45% Females, 65% Democrats

Opposers Demographics:

52% Males, 48% Females, 52% Republicans

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, Income, Home ownership, Political turnout by model score for State, Midterm and Presidential Primary, Voter Propensity.

Phone Numbers & Email is 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

ID NUMBERS

Manager ID	611695
NextMark ID	611695
mIn ID	611695
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Multi Sourced, Government records

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/11/2022
New to Manager	10/01/2022
Counts Through	04/30/2023

DATA CARD MAINTENANCE

New To System	10/11/2022
"New to System"	10/12/2022
Announcement	
Last Update	05/02/2023
Next Update	06/08/2023
Update Frequency	MONTHLY

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

Special Selects (10.00/M)

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	\$10.00/M
Gender/Sex	
Geo/Geographical	
Gift Amt. Avg, Last, Total	\$10.00/M
Income Select	
Political Party Affiliation	\$10.00/M
Email Campaign	\$25.00/M
Digital Audiences	\$40.00/M
Special Selects	\$10.00/M

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$25.00
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GENDER

Male	60%
Female	40%

AVERAGE INCOME

Value	\$45,000.00
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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	\$85.00/M

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION

Charges	\$100.00/F
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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

Key Coding is available
Charges

\$3.00/M

ADDRESSING

FTP
EMAIL
RUN CHARGE

\$75.00/F

\$75.00/F

\$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