

Political Donors for Pro-Life by DSA



Pro-Life Political Donors by DSA have donated to Pro-Life Organizations, as well as Pro Life Candidates for state and federal office. The micro targeted audience has been identified through an inhouse model process applied to the donor database. Mostly females, age 45+, are all registered voters and selectable by political party affiliation and/or party contributed to.

SEGMENTS

421,815	Total Universe / Universe Rate	\$85.00/M
320,941	Pro-Life Contributors Avg Gift \$25	+ \$10.00/M
249,362	Recent Contributors Avg Gift \$50	+ \$10.00/M
368,153	Recent Contributors Republicans	
421,815	Total Recent Contributors Any Political Party	\$85.00/M
	Email Campaign 25M Min.	\$25.00/M
	Digital Campaigns Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	606535
mIn ID	606535
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	07/31/2022
"New to System"	08/02/2022
Announcement	
Last Update	01/26/2023
Next Update	02/07/2023
Update Frequency	MONTHLY

DESCRIPTION

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Demographics: 66% Male, 34% Females, 87% Politically Conservative,

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 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	\$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	

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average	\$25.00
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GENDER

Male	66%
Female	34%

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	\$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

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