

Political Donors for Pro Choice by DSA



Political Donors have donated to Pro-Choice Women's Rights, as well as Pro Choice 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

376,107	Total Universe / Universe Rate	\$85.00/M
290,363	Pro-Choice Contributors Avg Gift \$25	+ \$10.00/M
230,096	Recent Contributors Avg Gift \$50	+ \$10.00/M
376,107	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	606175
mIn ID	606175
SRDS ID	

MEDIA TYPE

Consumer	
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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	01/31/2023

DATA CARD MAINTENANCE

New To System	07/25/2022
"New to System"	08/02/2022
Announcement	
Last Update	02/01/2023
Next Update	03/06/2023
Update Frequency	MONTHLY

DESCRIPTION

Pro-Choice Political Donors by DSA

Pro-Choice Political Donors by DSA have donated to Pro-Choice Women's Rights, as well as Pro Choice 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 and so much more. The database updates quarterly and offers a variety of micro audience profiles to provide targeted prospects for nonprofits.

Demographics: 52% Female, 48% Male, Democrat 60%, Married 68%

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	48%
Female	52%

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
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★ = Primary contact