

Political Donors Supporting the Military by DSA



Reach political donors that support military and veteran appeals. Donors are all active registered voters and have an interest in military history or weaponry. They are mostly age 50+ with an average gift of \$25+. Audience is selectable by political party, party contributed to as well as demographic, and lifestyle enhancements. Micro targeted audience has been identified through an in-house model process applied to political donor database.

SEGMENTS

209,259	Total Universe / Universe Rate	\$85.00/M
139,903	Recent Contributors Avg Gift \$25	+ \$10.00/M
100,460	Recent Contributors Avg Gift \$50	+ \$10.00/M
209,259	Recent Military Contributors	\$85.00/M
	Email Campaign 25M Min.	\$25.00/M
	Digital Campaigns Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	606581
mIn ID	606581
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Government records, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/01/2022
New to Manager	07/27/2022
Counts Through	11/30/2022

DATA CARD MAINTENANCE

New To System	08/01/2022
"New to System"	08/02/2022
Announcement	
Last Update	12/05/2022
Next Update	01/06/2023
Update Frequency	QUARTERLY

DESCRIPTION

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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.

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	
<i>Donor Gift Amt</i>	
<i>Avg</i>	
<i>Last or Cumulative</i>	
<i>Donors by Category</i>	
<i>Arts/Culture</i>	
<i>Animal Welfare</i>	
<i>Children</i>	
<i>Community</i>	
<i>Environmental</i>	
<i>Health</i>	
<i>International Aid</i>	
<i>Political</i>	
<i>Religious and Veteran appeals</i>	
<i>Age</i>	
<i>Income</i>	
<i>Home ownership</i>	
<i>Political turnout by model score for State</i>	
<i>Midterm and Presidential Primary</i>	
<i>Voter Propensity</i>	
SELECTS	AVERAGE INCOME
Age	Value \$45,000.00
Demographic	
Donor Category	MINIMUM ORDER
Ethnic/Ethnicity \$10.00/M	Minimum Quantity 7,500
Gender/Sex	Minimum Price \$500.00
Geo/Geographical	
Gift Amt. Avg, Last, Total \$10.00/M	COMMISSIONS
Income Select	Broker 20%
Political Party Affiliation \$10.00/M	Agency 15%
Email Campaign \$25.00/M	
Digital Audiences \$40.00/M	NET NAME ARRANGEMENTS
Special Selects	Net Name is allowed
	Floor 85%
MANAGER	Minimum Quantity 50,000
DSA Direct, LLC	Run Charges \$85.00/M
	EXCHANGES
UNIT OF SALE	Exchange is not allowed
Average \$25.00	
	REUSE
GENDER	Reuse is allowed
Male 75%	Minimum Quantity 0
Female 25%	Run Charge
	CANCELLATION
	Charges \$100.00/F
	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