

**Political Look A Like Model Data by DSA**



Political Look a Like Model by DSA. We've taken our responsive donor transactional file and identified top ranking donors to political causes. Marketers can select top ranking donors by category such as Democrat, Republican, Conservative, Liberal appeals. The file is available on a rental basis. The model was built using our large database of donors, buyers, subscribers, social media activity and layers of appended data.

**SEGMENTS**

1,500,000	Total Universe / Universe Rate	\$80.00/M
150,000	30-Day Donors or Top Scoring Records	\$80.00/M
450,000	3 Month Top Scoring Donors	\$80.00/M
1,500,000	12 Month Donors	\$80.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Digital Campaigns Inquire	\$40.00/M

**ID NUMBERS**

Manager ID	
NextMark ID	572716
mIn ID	
SRDS ID	

**MEDIA TYPE**

Consumer

**SOURCE**

Internet/On-Line, Multi Sourced, Direct response, Buyers, Compiled lists

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	12/29/2020
New to Manager	12/29/2020
Counts Through	11/30/2020

**DATA CARD MAINTENANCE**

New To System	12/29/2020
"New to System"	
Announcement	
Last Update	12/29/2020
Next Update	01/08/2021
Update Frequency	MONTHLY

**DESCRIPTION**

**Political Look a Like Model by DSA.** We've taken our responsive donor transactional file and identified top ranking donors to political causes. Marketers can select top ranking donors by category such as Democrat, Republican, Conservative, Liberal appeals. The file is available on a rental basis. The model was built using our large database of donors, buyers, subscribers, social media activity and layers of appended data. The prospects are highly responsive, contribute frequently and respond generously.

**Donor Model Audiences**

Categories: Democrat, Republican, Conservative, Liberal, Religious, First Amendments/Gun Rights, Women's Causes and more. Inquire. Custom Model Builds available. Data contribution is required. [Inquire for details](#)

**Inquire for Models** for your Specific Appeal. Custom Built Modeling Available. Inquire

**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.

**SELECTS**

Age	
Demographic	
Donor Category	
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	
Geo/Geographical	
Income Select	

**AVERAGE INCOME**

Value	\$45,000.00
-------	-------------

**MINIMUM ORDER**

Minimum Quantity	7,500
Minimum Price	\$500.00

**COMMISSIONS**

Lifestyle  
 Political Party Affiliation **\$10.00/M**  
 Email Campaign **\$25.00/M**  
 Digital Audiences **\$40.00/M**

**MANAGER**  
**DSA Direct, LLC**

**UNIT OF SALE**  
 Average **\$25.00**

**GENDER**  
 Male **35%**  
 Female **65%**

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**

**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