

---

## Pro-Life Political Donor Model by DSA

---



Pro-Life Political Donor Model by DSA are supporters of pro-life organizations, as well as pro-life political candidates. The targeted model is identified through an in-house process that scores audiences by area of interest, contributions to organizations, voter history, online activity, subscriptions/memberships, and additional flags.

---

### SEGMENTS

400,000	Total Universe / Universe Rate	\$80.00/M
75,000	Top Scoring Pro-Life Donors	\$80.00/M
400,000	Pro-Life Donor Model	\$80.00/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 

---

### 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	01/31/2024

---

### DATA CARD MAINTENANCE

New To System	07/31/2022
"New to System" Announcement	08/02/2022
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

---

### DESCRIPTION

**Pro-Life Political Donor Model by DSA are supporters of** pro-life organizations, as well as pro-life political candidates. The targeted model is identified through an in-house process that scores audiences by area of interest, contributions to organizations, voter history, online activity, subscriptions/memberships, and additional flags. The audience is mostly males, age 45+, are all registered voters and selectable by political party affiliation.

**Demographics:** 65% Male, 35% Females, 87% Politically Conservative, 68% Republican, Avg. HH Income \$45,000, Mostly age 45+

### Donor Model Audiences

Categories: Animal Welfare, Children Causes, Environmental / Climate Change, Food

Insecurity, Gun Rights, Health, Health Ailments, Health Insurance, Hospital/Institution, Humanitarian, International, Immigration, Political: Conservative, Liberal, Pro-Choice, Pro-Life, Military, Veterans and more. Inquire.

**Inquire for Models** for your Specific Appeal. Custom Built Modeling 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 are 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 through. Personalization is available. Housefile suppression available, inquire. Prepayment required on all email.

[Contact DSA](#) for counts

---

**SELECTS**

Age	
Demographic	
Donor Category	
Ethnic/Ethnicity	<b>\$10.00/M</b>
Gender/Sex	
Geo/Geographical	
Gift Amt. Avg, Last, Total	<b>\$10.00/M</b>
Income Select	
Political Party Affiliation	<b>\$10.00/M</b>
Email Campaign	<b>\$25.00/M</b>
Digital Audiences	<b>\$40.00/M</b>

---

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

---

**UNIT OF SALE**

Average	<b>\$25.00</b>
---------	----------------

---

**GENDER**

Male	<b>65%</b>
Female	<b>35%</b>

---

**AVERAGE INCOME**

Value	<b>\$45,000.00</b>
-------	--------------------

---

**MINIMUM ORDER**

Minimum Quantity	<b>7,500</b>
Minimum Price	<b>\$500.00</b>

---

**COMMISSIONS**

Broker	<b>20%</b>
Agency	<b>15%</b>

---

**NET NAME ARRANGEMENTS****Net Name is allowed**

Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$85.00/M</b>

---

**EXCHANGES****Exchange is not allowed**

---

**REUSE****Reuse is allowed**

Minimum Quantity	<b>0</b>
Run Charge	

---

**CANCELLATION**

Charges	<b>\$100.00/F</b>
---------	-------------------

---

**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	<b>\$3.00/M</b>
---------	-----------------

---

**ADDRESSING**

FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>
RUN CHARGE	<b>\$8.00/M</b>

---

**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