

The Dog House Donors



The Dog House Donors by DSA offers contributors to animal welfare causes. They donate to local humane societies, shelters and animal causes. All are multi-donors. Available at postal and email address.

SEGMENTS

668,000	Total Universe / Universe Rate	\$70.00/M
122,200	1 Mos. Donors	\$75.00/M
65,000	1 Mos. Donors & Dog Owners	+ \$10.00/M
45,000	1 Mos. Donors & Cat Owners	+ \$10.00/M
325,000	3 Mos. Donors	\$75.00/M
668,000	12 Month Donors	\$70.00/M
	Digital Campaign - Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	350851
mIn ID	350851
SRDS ID	

MEDIA TYPE

Business 

SOURCE

Direct mail sold, Internet/On-Line, Multi Sourced, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/14/2012
New to Manager	04/10/2012
Counts Through	07/31/2020

DATA CARD MAINTENANCE

New To System	08/14/2012
"New to System"	08/15/2012
Announcement	
Last Update	08/21/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

DESCRIPTION

The Dog House Donors by DSA offers multi contributors to animal welfare causes. They donate to local humane societies, shelters and animal causes. The source is a large database of donors to local and regional animal welfare appeals. Available at postal, email and for digital; campaigns. These are compassionate donors to appeals that care for dogs and cats.

A perfect file for pet catalogers, publishers and non-profit animal humane appeals. File updates monthly.

Selectable: Dog Owners, Cat Owners, Multi-Donors (2x+, 3X+)

Digital Campaigns - \$40/M on matched records. Inquire for details

Minimum for Emails: 25,000

Email Rate: \$100/M includes 2 tests, deployment and tracking reports. Inquire. Creative required for approval. HTML & Plain Text needed for Email. Client to supply subject line, seed list for email blast. Online tracking included. Additional test blasts at \$100/ per additional test.

Available at Postal & Email Address. Email is appended with Opt-in data.

[Contact DSA](#)

SELECTS

Age	\$8.00/M
Demographic and Lifestyle	\$8.00/M
Dog Vs Cat Owners	\$10.00/M
Ethnic	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Pet Product Buyers	\$10.00/M
Email Address	\$25.00/M
# of Contributions	\$10.00/M

AVERAGE INCOME

Value	\$50,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

COMMISSIONS

Broker	20%
Agency	15%

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$20.00**

GENDER

Male **25%**
 Female **70%**

NET NAME ARRANGEMENTS

Net Name is allowed

Floor **85%**
 Minimum Quantity **50,000**
 Run Charges **\$8.00/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 run charges & shipping/material fees. Email Orders; Cancellation after testing is at full charges.

KEY CODING

Key Coding is available

Charges **\$2.00/M**

ADDRESSING

FTP **\$75.00/F**
 Email **\$75.00/F**

SPECIAL INSTRUCTIONS

Sample mail piece required. Prepayment on new tests. Email orders are accepted on a prepayment basis. Available at Postal & Email Address Minimum for Emails: 25,000 Rate: \$100/M includes 2 tests, deployment and tracking reports. Inquire. Creative required for approval. HTML & Plain Text needed for Email. Client to supply. subject line, seed list for email blast. Online tracking included. Additional test blasts at \$100/ per additional test.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact