

## The Liberal Donor Look a Like Model by DSA



The Liberal Donor Look a Like Model by DSA Reach donors that support liberal social justice causes. We've taken our large donor and consumer transaction file and built a look a like model specifically of high responders to Liberal appeals.

Donors contribute to causes for supporting LBGT, Pro-choice, Animal Rights, The Environment, Marriage Equality, and other liberal ideals.

### SEGMENTS

1,500,000	Total Universe / Universe Rate	\$80.00/M
150,000	Top Scoring Liberal Donor Model	\$80.00/M
1,500,000	Total Liberal Donor Model	\$80.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Digital Campaigns Inquire	\$40.00/M

### ID NUMBERS

Manager ID	
NextMark ID	604155
mIn ID	604155
SRDS ID	

### MEDIA TYPE

Consumer	
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### SOURCE

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

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	06/23/2022
New to Manager	06/17/2022
Counts Through	11/30/2022

### DATA CARD MAINTENANCE

New To System	06/23/2022
"New to System"	06/24/2022
Announcement	
Last Update	12/21/2022
Next Update	01/06/2023
Update Frequency	MONTHLY

### DESCRIPTION

**The Liberal Donor Look a Like Model by DSA** Reach donors that support liberal social justice causes. We've taken our large donor and consumer transaction file and built a look a like model specifically of high responders to Liberal appeals. Donors contribute to causes for supporting LBGT, Pro-choice, Animal Rights, The Environment, Marriage Equality, and other liberal ideals. Avg. Gift is \$35+. Registered political party is selectable on this donor file.

#### Donation Amount:

\$25+, \$50+, \$75+

**Digital Campaigns:** \$75/M on matched records, \$5/M views/impressions, \$500 min. Inquire. Or Add Digital to postal mailing for \$25/M+

**Email:** 25,000 Min. Email that has been opted into 3rd party offers have been appended to this file.

#### Source:

Direct Mail, Telemarketing, Online

**Profile:** Avg Age 45+, Avg. HH Income \$65K+, Avg. Donation \$35

[Contact DSA](#)

### SELECTS

Age	
Demographic	
Donor Category	
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	
Geo/Geographical	
Income Select	
Lifestyle	
Political Party Affiliation	\$10.00/M
Email Campaign	\$25.00/M

### AVERAGE INCOME

Value	\$65,000.00
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### MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$500.00

### COMMISSIONS

Broker	20%
Agency	15%

Digital Audiences **\$40.00/M**  
 Reading Interest

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

**UNIT OF SALE**  
 Average **\$35.00**

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

**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