

## American Consumer Donor Database



American Consumer Donor Database is a large multi-sourced transactional file of multi-donors by category. This large donor file offers non-profits the ability to select donors by number of contributions made during the last 12 months across all categories or within a specific catalog, avg. donation amount and more. The database contains transactional data from mail order, subscriber and online activity.

### SEGMENTS

8,500,000	Total Universe / Universe Rate	\$75.00/M
1,125,000	1 Mos. Donors	\$75.00/M
2,865,000	3 Mos. Donors	\$75.00/M
406,000	3 Mos. Donors to Animal Welfare	+ \$10.00/M
110,400	3 Mos. Donors / Religious Cause	+ \$10.00/M
205,000	3 Mos. Donors / Children Cause	+ \$10.00/M
250,000	3 Mos. Donors / Political Cause	+ \$10.00/M
310,000	3 Mos. Donors / Health Causes	+ \$10.00/M
775,000	3 Mos. Donors & Health Readers	+ \$10.00/M
1,211,796	3 Mos. Donors Age 50+	+ \$10.00/M
602,980	3 Mos. Donors & Ident. Catholics	+ \$12.00/M
	w/Opt-In Email Address	+ \$25.00/M

### DESCRIPTION

**American Consumer Donor Database** is a large multi-sourced transactional file of multi-donors by category. This large donor file offers non-profits the ability to select donors by number of contributions made during the last 12 months across all categories or within a specific category, avg. donation amount and more. The database contains transactional data from mail order, subscriber and online activity. This enables marketers to specifically select their best prospects with multi-faceted segmentation.

Mailers can, for example, select hotline donors by category, that is also subscribers to health publications with identified ailment condition determined by products purchased and/or self-reported. Age, income and other demographic and lifestyles are also selectable. The interaction of these transactions enables marketers to target extremely specific prospects.

**TEST DEAL!** New First Time Test of 10,000+ get selects waived (except on ailment, ethnicity, political & religious affiliations)

Special Selects: Donors by Category: Animal Welfare, Children, Environmental, Wildlife, Health, Religious, Political, Veteran, Subscribers to Health, Political, Religious Publications, Religious affiliation: Catholic, Jewish, Protestant, Product Buyers of Health, Garden, Children, Novelty Products such as, Religious, Wildlife, Military, Nurses and more. Inquire!

\* Ailments: Arthritis, Diabetes, Heart Condition, Joint/Mobility

Opt-in Email address data has been appended to this transactional file.

Email Orders: 25,000 Minimum

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 available. Housefile

suppression available. Prepayment required on all email orders.

### ID NUMBERS

Manager ID	
NextMark ID	302306
mIn ID	152003
SRDS ID	

### MEDIA TYPE

Consumer	
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### SOURCE

Multi Sourced, Direct mail sold

### GEOGRAPHY

USA

### OPT-IN

Opt-in

### MAINTENANCE

Market Entry	02/11/2011
New to Manager	02/11/2011
Counts Through	04/30/2018

### DATA CARD MAINTENANCE

New To System	02/11/2011
"New to System"	02/14/2011
Announcement	
Last Update	05/03/2018
Next Update	06/08/2018
Update Frequency	MONTHLY

**PROFILE**

**Product** (10.00/M)

- Health
- Garden
- Children

**Religious Affiliation** (12.00/M)

- Animal Welfare
- Children
- Environmental
- Wildlife
- Health
- Religious
- Political
- Veteran
- Subscribers to Health
- Religious Publications

**SELECTS**

\$100+	\$10.00/M
\$50+	\$10.00/M
\$25+	\$10.00/M
Age Range	\$10.00/M
Change of Address	\$10.00/M
Childs Age Range	\$10.00/M
Demographic	\$10.00/M
Donor by Category Cause	\$10.00/M
Ethnic/Ethnicity	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Household Income	\$10.00/M
Lifestyle	\$10.00/M
Multi Donor	\$10.00/M
Product	\$10.00/M
Ailment Data	\$20.00/M
Religious Affiliation	\$12.00/M

**MANAGER**

**DSA Direct, LLC**

**UNIT OF SALE**

Average	\$50.00
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**GENDER**

Male	30%
Female	70%

**AVERAGE INCOME**

Value	\$45,000.00
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**MINIMUM ORDER**

Minimum Quantity	10,000
Minimum Price	\$500.00

**COMMISSIONS**

Broker	20%
Agency	15%

**NET NAME ARRANGEMENTS**

<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

**EXCHANGES**

Exchange is not allowed

**REUSE**

<b>Reuse is allowed</b>	
Minimum Quantity	0
Run Charge	

**CANCELLATION**

Charges	\$100.00/F
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**CANCELLATION INSTRUCTIONS**

Orders cancelled 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 not available

**ADDRESSING**

FTP	\$75.00/F
EMAIL	\$75.00/F
RUN CHARGE	\$8.00/M

**SPECIAL INSTRUCTIONS**

Sample Mail Piece Required for approval.  
Prepayment for new users. Prepayment required on all first time mailers and all Email orders.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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