

American Consumer Donor Database



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SEGMENTS

3,000,000	Total Universe / Universe Rate	\$75.00/M
1,397,985	1 Mos. Donors	\$75.00/M
2,448,251	3 Mos. Donors	\$75.00/M
394,944	3 Mos. Donors to Animal Welfare	+ \$10.00/M
60,660	3 Mos. Donors /Religious Cause	+ \$10.00/M
24,136	3 Mos. Donors /Children Cause	+ \$10.00/M
97,276	3 Mos. Donors /Political Cause	+ \$10.00/M
232,500	3 Mos. Donors w/Ail. Ailments	+ \$20.00/M
1,528,666	3 Mos. Donors & Health Readers	+ \$10.00/M
95,457	3 Mos. Donors & Byrs of Military Memorabila	+ \$10.00/M
602,980	3 Mos. Donors & Ident. Catholics	+ \$10.00/M
	w/Opt-In Email Address	+ \$25.00/M

DESCRIPTION

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Mailers can, for example, select hotline donors by category, that are 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 INCENTIVE DEAL: 15,000 get \$75/M base with 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	04/30/2017

DATA CARD MAINTENANCE

New To System	02/11/2011
"New to System"	02/14/2011
Announcement	
Last Update	05/04/2017
Next Update	06/14/2017
Update Frequency	MONTHLY

SELECTS

\$100+	\$10.00/M
\$50+	\$10.00/M
\$25+	\$10.00/M

AVERAGE INCOME

Value	\$45,000.00
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MINIMUM ORDER

Age Range	\$10.00/M	Minimum Quantity	10,000
Change of Address	\$10.00/M	Minimum Price	\$500.00
Childs Age Range	\$10.00/M		
Demographic	\$10.00/M		
Donor by Category Cause	\$10.00/M		
Ethnic/Ethnicity	\$10.00/M	Broker	20%
Gender/Sex	\$8.00/M	Agency	15%
Geo/Geographical	\$8.00/M		
Household Income	\$10.00/M		
Lifestyle	\$10.00/M		
Multi Donor	\$10.00/M	Minimum Quantity	50,000
Product	\$10.00/M	Run Charges	\$8.00/M
Ailment Data	\$20.00/M		

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average \$50.00

GENDER

Male 30%
Female 70%

COMMISSIONS

Broker 20%
Agency 15%

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 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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★ = Primary contact