



Help the Children Donors by DSA Helping children is a priority to these donors. They are all multi-donors to children causes with an Avg. Gift of \$35+. They are mostly females, age 50+ and mostly sourced through direct mail contributions.

SEGMENTS

845,500	Total Universe / Universe Rate	\$80.00/M
310,750	1 Mos. Multi-Donors to Children Causes	\$85.00/M
259,500	1 Mos. Multi-Donors & Multi-Buyers	\$80.00/M
487,450	3 Mos. Multi-Donors	\$80.00/M
845,500	12 Mos. Multi-Donors	\$80.00/M

ID NUMBERS

Manager ID

NextMark ID

mIn ID

SRDS ID

586515

586515

MEDIA TYPE

Consumer



SOURCE

Direct mail sold, Compiled lists, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry

New to Manager

Counts Through

09/17/2021

09/01/2021

12/31/2024

DATA CARD MAINTENANCE

New To System

"New to System"

Announcement

Last Update

Next Update

Update Frequency

09/17/2021

09/20/2021

01/02/2025

02/10/2025

MONTHLY

DESCRIPTION

Help the Children Donors by DSA Helping children is a priority to these donors. They are all multi-donors to children causes with an Avg. Gift of \$35+. They are mostly females, age 50+ and mostly sourced through direct mail contributions. This file is from our large database of donor and consumer purchases transactions to provide marketers with exceptionally responsive prospects that offers an abundance of select criteria to help define your ideal audience.

Minimum: 10,000 Postal

Selects waived on 10M+ (excluding political & religious affiliations and ethnicity) Otherwise selects \$8/M each.

Selects: Contribution Amt: \$25+, \$35+, 50+, \$100+, Donors by Category, Source Direct Mail, additional donor contributors by cause: Arts/Culture, Animal Welfare, Children, Identified as Christian Families, Community, Environmental, Health, International Aid, Political, Religious & Veteran appeals, Age, Income, Home ownership and more inquire further.

Model Audiences Available: Animal Rights, Art/Culture, Children, Conservative Republican, Climate Change/Environmental, Gun Control, Health/Ailment, Humanitarian, Immigration, Liberal Causes, Political, Women's Rights and more. Inquire

Source: Direct Mail, Online, Space

Demographics: 80% Female, Avg Age 50+, HH Income \$45K, Avg Donation \$35, 83% Ident. Mail Order Buyers

Email: 25,000 Min.
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. Can suppress house file, inquire. Prepayment required on all email

Digital Campaign: INQUIRE

Contact DSA

SELECTS		AVERAGE INCOME	
Age Range		Value	\$45,000.00
Children /Health Causes		MINIMUM ORDER	
Children/ Food Banks		Minimum Quantity	10,000
Demographics		Minimum Price	\$750.00
Direct Mail Sourced		COMMISSIONS	
Donation Amount		Broker	20 %
Donor Categories		Agency	15 %
Ethnic/Ethnicity	\$12.00 / M	NET NAME ARRANGEMENTS	
Gender/Sex		Net Name is allowed	
Lifestyle / Interests		Floor	85 %
Mail Order Buyers		Minimum Quantity	50,000
Pres. of Children		Run Charges	\$8.00 / M
MANAGER		EXCHANGES	
DSA Direct, LLC		Exchange is not allowed	
UNIT OF SALE		REUSE	
Average	\$35.00	Reuse is allowed	
GENDER		Minimum Quantity	0
Male	20 %	Run Charge	
Female	80 %	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.	
		KEY CODING	
		Key Coding is available	
		Charges	\$3.00 / M
		ADDRESSING	
		FTP	\$75.00 / F
		EMAIL	\$75.00 / F
		SPECIAL INSTRUCTIONS	
		Sample Mail Piece required for list owner approval. Prepayment required 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) 928-8791
★ = Primary contact				