

Datamatrix 2017



The National Animal Welfare Fund (NAWF)- Donors to Animal Causes

Contributors to a variety of animal related causes, including; animal shelters, zoos, programs to save endangered species, and organizations that help to prevent the unethical treatment of animals. 30% BROKER COMMISSION!



SEGMENTS

1,700,000	Total Universe / Universe Rate	\$80.00/M
169,000	1 Month Hotline	+ \$10.00/M
507,000	3 Month Hotline	+ \$5.00/M

ID NUMBERS

Manager ID	
NextMark ID	403396
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	
-----------------	--

SOURCE

Masterfile enhanced, Direct response, Direct mail sold, Multi Sourced, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/09/2014
New to Manager	
Counts Through	01/01/2018

DATA CARD MAINTENANCE

New To System	01/09/2014
Last Update	01/08/2018
Next Update	03/31/2018
Update Frequency	QUARTERLY

DESCRIPTION

This file consists of individuals who have made a contribution to a variety of animal related causes, including; animal shelters, zoos, programs to save endangered species, and organizations that help to prevent the unethical treatment of animals. All donations were made in the last 12 months. The data is sourced from a data exchange with charitable organizations who conduct fundraising thru direct mail.

SELECTS

Geo/Geographical	\$5.00/M
Gender	\$5.00/M
Income Select	\$10.00/M
Age	\$10.00/M
Presence of Child	\$10.00/M

AVERAGE INCOME

Value	not available
-------	----------------------

MINIMUM ORDER

Minimum Quantity	3,000
Minimum Price	\$250.00

MANAGER

Datamatrix Lists
<http://www.datamatrixlists.com>

COMMISSIONS

Broker	30%
Agency	15%

GENDER

Male	51%
Female	49%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$10.00/M

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION
Charges

KEY CODING
Key Coding is available
Charges **\$3.00/M**

ADDRESSING
EMAIL **\$50.00/F**
FTP **\$75.00/F**

SPECIAL INSTRUCTIONS

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Joe Borelli Datamatrix Lists		sales@datamatrixlists.com	(732) 940-1500	

★ = Primary contact