

# 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

<b>Manager ID</b>	
<b>NextMark ID</b>	<b>403396</b>
<b>mIn ID</b>	
<b>SRDS ID</b>	

### MEDIA TYPE

**Consumer**

### SOURCE

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

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	<b>01/09/2014</b>
New to Manager	
Counts Through	<b>09/27/2017</b>

### DATA CARD MAINTENANCE

New To System	<b>01/09/2014</b>
Last Update	<b>09/27/2017</b>
Next Update	<b>12/29/2017</b>
Update Frequency	<b>QUARTERLY</b>

### 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	<b>\$5.00/M</b>
Gender	<b>\$5.00/M</b>
Income Select	<b>\$10.00/M</b>
Age	<b>\$10.00/M</b>
Presence of Child	<b>\$10.00/M</b>

### AVERAGE INCOME

Value **not available**

### MINIMUM ORDER

Minimum Quantity	<b>3,000</b>
Minimum Price	<b>\$250.00</b>

### MANAGER

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

### COMMISSIONS

Broker	<b>30%</b>
Agency	<b>15%</b>

### GENDER

Male	<b>51%</b>
Female	<b>49%</b>

### NET NAME ARRANGEMENTS

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

### EXCHANGES

**Exchange is not allowed**

### REUSE

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

**CANCELLATION**  
Charges

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

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

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**SPECIAL INSTRUCTIONS**

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**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact