

## Donors from Orchard Brands



Donors from Orchard Brands provides buyers that are contributors to a variety of appeals. The mature, mostly direct mail audience is selectable by multi-donors, donor category, demographic and lifestyle attributes.

### SEGMENTS

3,115,344	Total Universe / Universe Rate	\$75.00/M
639,374	1 Month Buyers & Donors	+ \$10.00/M
1,473,827	3 Month Buyers & Donors	+ \$10.00/M
3,115,344	12 Month Buyers & Donors	\$75.00/M
139,429	1 Mos. Byrs Donors to Animal Causes	+ \$10.00/M
135,226	1 Mos. Byrs Donors to Children Caus.	+ \$10.00/M
182,042	1 Mos. Byrs Donors to Envi. Wildlife	+ \$10.00/M
322,336	1 Mos. Byrs Donors to Health	+ \$10.00/M
221,206	1 Mos. Byrs Donors to Religious	+ \$10.00/M
166,116	3 Mos. Byrs Donors to Veteran	+ \$10.00/M
	Wiland Model Scoring	+ \$30.00/M
	Non-Fundraiser Rate	\$100.00/M
	Publisher Rate	\$65.00/M
	Fundraiser Base Rate	\$75.00/M
	Facebook Ad Base Rate \$25/M +\$7/M	\$25.00/M

### DESCRIPTION

**Donors from Orchard Brands** provides buyers that are contributors to a variety of appeals. The mature, mostly direct mail audience is selectable by multi-donors, donor category and demographic and lifestyle attributes. Orchard Brands is a family of catalog and web brands that offers clothing, footwear, home and health products for men and women. The donor transactional activity has been appended to the hotline Orchard Brands buyer transactions on a monthly basis.

**Orchard Brands Masterfile** contains unduplicated buyers from Orchard Brands Titles that include Blair, Haband, Norm Thompson, Gold Violin and Tog Shop. A complete listing is below for reference. The file updates monthly and offers added selects such as Multi-Donors, interests and demographic selects to further define your ideal prospect from this large masterfile.

**Profile:** 72% Female, 20% Male, Avg. Age 55+, Avg. Sale \$65, Avg. HH Income: \$43,000

**Special Selects:** File has several overlays applied to data. Demographic, Lifestyle, Cooperative Database Activity, Self-Reported & Donor transactions Donor Selects: Category cause, multi-donors, mail order donors and charitable giving score (1-10). Categories Include: Animal Welfare, Arts, Children, Environmental/Wildlife, Health, Political, Religious and Veteran Causes. Selects: Age, Income, POC, Children by age, gender and birth month, and Adults by birth month, buying activity from cooperative

### ID NUMBERS

Manager ID	
NextMark ID	472639
mIn ID	472639
SRDS ID	

### MEDIA TYPE

Consumer 

### SOURCE

Multi-buyers, Direct mail sold, Buyers, Masterfile enhanced, Gift buyers, Cash buyers, Catalog

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	01/11/2017
New to Manager Counts Through	05/31/2018

### DATA CARD MAINTENANCE

New To System	01/09/2017
"New to System" Announcement	01/12/2017
Last Update	06/13/2018
Next Update	07/09/2018
Update Frequency	MONTHLY

database activity by product, by category, number of purchases, average or last purchase dollar amount spent and Identified Christian Families. Political Party: Republican, Democrat, Independent. Inquire for more.

**Ailment Data:** Arthritis, Diabetes, Cholesterol, Joint Mobility, Prostate/Potency concerns.

**Modeling:**

Types: Good Customer Match, Regression.


Data Required: 100M Minimum Order Qty: 50M, \$25/M Scoring Fee. Model Build: 4-6 Weeks

**WILAND MODELING AVAILABLE !** If your mailer has a Wiland Built Model, we can apply that to the Orchard Brands file to enhance your mailer results! Inquire for more details!

**FACEBOOK ADVERTISING:** Select your target audience from Orchard Brands Masterfile and we will match it to active Facebook users. Cost \$25/M base rate, \$7/M onboarding. Media Buy is paid to Facebook directly. We will post the "audience" to your clients Facebook. Full service process is available through LiftEngine. Campaign Management, Response Analysis and more. Inquire!

**View All Brands** [www.OrchardBrand.net](http://www.OrchardBrand.net)

**Orchard Brand Titles:** Appleseed's, Bedford Fair, Blair Home, Blair Mens/Women, Brownstone, Coward Shoe, Drapers & Damon's, Fashion Specialists, Gold Violin, Haband Mens/Ladies, Lew Magram, Linen Source, Monterey Bay, Norm Thompson, Old Pueblo Traders, Regalia, Sahalie, Solutions, Tog Shop, Value Showcase, Willow Ridge, Wintersilks. (not all the titles are mailing or contributing hotline buyers to the file)

PROFILE	
<b>Age</b> (10.00/M)	
Age	55 
SELECTS	AVERAGE INCOME
Age	\$10.00/M
Children by Age Range	\$10.00/M
Donors by Category	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Geo/Geographical	\$8.00/M
Income	\$10.00/M
Multi-Donors	\$10.00/M
Reading Interest	\$8.00/M
Gift Giver Score 0-10	\$10.00/M
Religious Affiliation	\$15.00/M
Political Affiliation	\$15.00/M
Mail Order Donors	\$10.00/M
Modeling	\$25.00/M
Dollar Amount - AP	\$10.00/M
Ailment Data	
Orchard Brand Titles	
FACEBOOK AD MATCH Base Rate	\$25.00/M
Facebook Onboarding	\$7.00/M
MANAGER	MINIMUM ORDER
DSA Direct, LLC	Value
	\$43,000.00
UNIT OF SALE	COMMISSIONS
Average	Broker
\$65.00	Agency
	20%
	15%
GENDER	NET NAME ARRANGEMENTS
Male	Net Name is allowed
20%	Floor
Female	85%
72%	Minimum Quantity
	50,000
	Run Charges
	\$8.00/M
REUSE	EXCHANGES
Reuse is allowed	Exchange is not allowed
Minimum Quantity	
0	
Run Charge	
CANCELLATION	CANCELLATION INSTRUCTIONS
Charges	Orders canceled after mail date and/or merge will be at full rental ratel no exceptions. Orders received
\$100.00/F	

& processed will incur a \$100/F cancel fee, \$15/M cancellation run chrgs & shipping fees.

**KEY CODING**

**Key Coding is available**  
 Charges **\$2.00/M**

**ADDRESSING**

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

**SPECIAL INSTRUCTIONS**

Sample mail piece required for approval.  
 Prepayment for first time users.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact