

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

3,269,866	Total Universe / Universe Rate	\$75.00/M
548,583	1 Month Buyers & Donors	+ \$10.00/M
1,263,904	3 Month Buyers & Donors	+ \$10.00/M
2,180,893	12 Month Buyers & Donors	\$75.00/M
118,697	1 Mos. Byrs Donors to Animal Causes	+ \$10.00/M
110,893	1 Mos. Byrs Donors to Children Caus.	+ \$10.00/M
125,272	1 Mos. Byrs Donors to Envi. Wildlife	+ \$10.00/M
276,504	1 Mos. Byrs Donors to Health	+ \$10.00/M
189,556	1 Mos. Byrs Donors to Religious	+ \$10.00/M
141,258	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 MATCH INQUIRE	+ \$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,

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	08/31/2017

DATA CARD MAINTENANCE

New To System	01/09/2017
"New to System" Announcement	01/12/2017
Last Update	09/08/2017
Next Update	10/06/2017
Update Frequency	MONTHLY

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 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 Ad! Available on matched Orchard Brands Donors records for \$25/M plus media buy cost. Selects included! Inquire for details!

View All Brands 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

Age (10.00/M)

Age

55



Modeling (25.00/M)

Good Customer Match

Regression

Ailment Data

Arthritis

Diabetes

Cholesterol

Joint Mobility

Prostate/Potency concerns

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

SELECTS		AVERAGE INCOME	
Age	\$10.00/M	Value	\$43,000.00
Children by Age Range	\$10.00/M	MINIMUM ORDER	
Donors by Category	\$10.00/M	Minimum Quantity	7,500
Ethnic/Ethnicity	\$15.00/M	Minimum Price	\$450.00
Geo/Geographical	\$8.00/M	COMMISSIONS	
Income	\$10.00/M	Broker	20%
Multi-Donors	\$10.00/M	Agency	15%
Reading Interest	\$8.00/M	NET NAME ARRANGEMENTS	
Gift Giver Score 0-10	\$10.00/M	Net Name is allowed	
Religious Affiliation	\$15.00/M	Floor	85%
Political Affiliation	\$15.00/M	Minimum Quantity	50,000
Mail Order Donors	\$10.00/M	Run Charges	\$8.00/M
Modeling	\$25.00/M	EXCHANGES	
Dollar Amount - AP	\$10.00/M	Exchange is not allowed	
Ailment Data		REUSE	
Orchard Brand Titles		Reuse is allowed	
MANAGER		Minimum Quantity	0
DSA Direct, LLC		Run Charge	
UNIT OF SALE		CANCELLATION	
Average	\$65.00	Charges	
GENDER		\$100.00/F	
Male	20%	CANCELLATION INSTRUCTIONS	
Female	72%	Orders canceled after mail date and/or merge will be at full rental ratel no exceptions. Orders received & processed will incur a \$100/F cancel fee, \$15/M cancellation run chrgs & shipping fees.	
KEY CODING		KEY CODING	
Key Coding is available		Key Coding is available	
Charges		Charges	
\$2.00/M		\$2.00/M	
ADDRESSING		ADDRESSING	
EMAIL		EMAIL	
\$75.00/F		\$75.00/F	
FTP		FTP	
\$75.00/F		\$75.00/F	
RUN CHARGE		RUN CHARGE	
\$8.00/M		\$8.00/M	
SPECIAL INSTRUCTIONS		SPECIAL INSTRUCTIONS	
Sample mail piece required for approval. Prepayment for first time users.		Sample mail piece required for approval. Prepayment for first time users.	

CONTACTS				
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