

## Donors on the Move by GrayHair Direct



Donors on the Move by GrayHair Direct offers uniquely sourced consumers who changed their address. File updates weekly and contains old versus address. GrayHair new mover is unique in its sourcing of the data. Grayhair Direct manages data solutions and provides address management services for major firms.

### SEGMENTS

4,170,028	Total Universe / Universe Rate	\$75.00/M
591,018	1 Mos. Donors /New Movers / COA	+ \$15.00/M
1,216,630	3 Mos. Donors / New Movers / COA	+ \$10.00/M
4,170,028	12 Mos. Donors/ New Movers / COA	+ \$10.00/M
109,803	1 Mos. Donors to Animal Causes	+ \$10.00/M
137,856	1 Mos. Donors to Children Causes	+ \$10.00/M
132,137	1 Mos. Donors to Environ. Causes	+ \$10.00/M
223,003	1 Mos. Donors to Health Causes	+ \$10.00/M
400,613	1 Mos. Donors to Political Causes	+ \$10.00/M
30,967	1 Mos. Donors to Conservative Political	+ \$10.00/M
41,167	1 Mos. Donors to Humanitarian/World	+ \$10.00/M
	At Email Address	+ \$25.00/M
	Facebook Ad ! Base Rate \$25/M + \$7/M	\$25.00/M

### DESCRIPTION

**Donors on the Move by GrayHair Direct** offers uniquely sourced consumers who changed their address. File updates weekly and contains old versus address. GrayHair new mover is unique in its sourcing of the data. Grayhair Direct manages data solutions and provides address management services for major firms. File is overlaid with donor transactional activity and is selectable by donation category.

Marketers can reach prospective donors at a pivotal time with targeted appeals. The file is well enhanced with robust data to help further define a targeted prospect. This file is highly recommended for non-profits with premiums and appeal for funds as well as, credit card offers, insurance, financial, home furnishings, garden products/services, memberships, publishers, housewares, and general merchandise offers.

**Special Selects Available:** Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs Renters, Ethnicity, Donors by Category, Political Affiliation, Credit Score, Credit Card Type, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Children, Home Furnishings, Gardening, Home Improvements and more! Inquire

**Donor Category Selects:** Art/Culture, Animal Welfare, Children, Environment, Health, Political, Conservative & Liberal Political Donors Selectable, Religious, Veterans. Other Selects: Donor Gift Giving Score, Mail Order Donors

**AVAILABLE AT EMAIL ADDRESS: \$25/M+ with 25,000 Minimum.**

### ID NUMBERS

Manager ID	
NextMark ID	320244
mIn ID	320244
SRDS ID	940127-000

### MEDIA TYPE

Business and Consumer



### SOURCE

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

### GEOGRAPHY

USA

### OPT-IN

### MAINTENANCE

Market Entry	10/18/2011
New to Manager	10/18/2011
Counts Through	06/30/2018

### DATA CARD MAINTENANCE

New To System	11/18/2011
"New to System"	11/24/2011
Announcement	
Last Update	07/16/2018
Next Update	08/08/2018
Update Frequency	WEEKLY

### Facebook Advertising

50M Minimum. Base Rate \$25/M, Selects included, \$7/M Onboarding. Rates on Matched names onboarded to your clients Facebook Account.

Media Buy is an additional cost and paid to Facebook. LiftEngine offers Campaign Management for 25% of Media Buy/Min. \$500. Inquire for full details for complete handling of campaign.

#### PROFILE

#### Donor by Category Cause (10.00/M)

- Art/Culture
- Animal Welfare
- Children
- Environment
- Health
- Political
- Religious
- Veterans

#### SELECTS

Renter	\$10.00/M
Credit Card Type	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Political Affiliation	\$10.00/M
Income Select	\$10.00/M
Birth Month/Year	\$10.00/M
Credit Scoring	\$15.00/M
Mortgage Holder	\$10.00/M
Home Value	\$10.00/M
Donor by Category Cause	\$10.00/M
Subscribers by Category	\$10.00/M
Product Purchase Category	\$10.00/M
Adult Age	\$10.00/M
HH Income	\$10.00/M
Individual Income	\$10.00/M
Marital Status	\$10.00/M
Home ownership vs Renters	
Net Worth	\$10.00/M
Education Level	\$10.00/M
Occupation	\$10.00/M
Transactional Buyer Activity from	\$10.00/M
Product Category	
Home Furnishings	\$10.00/M
Gardening	\$10.00/M
Home Improvements	\$10.00/M
EMAIL ADDRESS	\$25.00/M
FACEBOOK AD MATCH Base Rate	\$25.00/M
Facebook Onboarding	\$7.00/M

#### MANAGER

DSA Direct, LLC

#### GENDER

Male	44%
Female	41%

#### AVERAGE INCOME

Value	\$60,000.00
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#### MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$500.00

#### COMMISSIONS

Broker	20%
Agency	15%

#### NET NAME ARRANGEMENTS

<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

#### EXCHANGES

Exchange is not allowed

#### REUSE

<b>Reuse is allowed</b>	
Minimum Quantity	3,000
Run Charge	

#### CANCELLATION

Charges	\$100.00/F
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#### 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

<b>Key Coding is available</b>	
Charges	\$3.00/M

#### ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F

#### SPECIAL INSTRUCTIONS

Sample Mail Piece Required for Approval.  
Prepayment on first time orders. Low Nets Available for Large Volume Mailers.

#### CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ Linda Santaite  
DSA Direct, LLC  
431 E. Main Street, Unit #3  
Denville, NJ 07834

lsantaite@dsagraphics.com

(973) 954-2649

(973) 928-8791

★ = Primary contact

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