

New Mover Donors by GrayHair Direct with LiftBase Enhancement



New Mover Donors by GrayHair Direct with LiftBase Enhancement provides hotline donor transactions on recent new movers. This is a uniquely sourced consumer mover file that now offers hotline donor recency transactions. GrayHair Direct manages data solutions and provides address management services for major firms.

SEGMENTS

782,240	Total Universe / Universe Rate	\$75.00/M
236,398	1 Mos. LiftBase Donors & Hotline Movers	+ \$10.00/M
421,293	3 Mos. LiftBase Donors & Hotline Movers	+ \$10.00/M
782,240	12 Mos. LiftBase Donors & Hotline Movers	+ \$10.00/M
	At Email Address	+ \$25.00/M
	Facebook Ad Match ! Inquire	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	468884
mIn ID	468884
SRDS ID	

MEDIA TYPE

Business and Consumer	
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SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/20/2016
New to Manager	10/18/2011
Counts Through	12/31/2016

DATA CARD MAINTENANCE

New To System	10/20/2016
"New to System"	10/21/2016
Announcement	
Last Update	01/04/2017
Next Update	02/10/2017
Update Frequency	WEEKLY

DESCRIPTION

New Mover Donors by GrayHair Direct with LiftBase Enhancement provides hotline donor transactions on recent new movers. This is a uniquely sourced consumer mover file that now offers hotline donor recency transactions. GrayHair Direct manages data solutions and provides address management services for major firms. The primary recency select on this file is from the donor transaction. The new mover recency has been selected at last 90-days to provide relevancy, but can be selected as desired.

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

NOW AVAILABLE AT EMAIL ADDRESS

PROFILE

Donor by Category Cause (10.00/M)
Art/Culture

Animal Welfare
 Children
 Environment
 Health
 Political
 Religious
 Veterans

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
 Children
 Home Furnishings
 Gardening
 Home Improvements

Other Selects

Donor Gift Giving Score
 Mail Order Donors

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 Product Category	\$10.00/M
Home Furnishings	\$10.00/M
Gardening	\$10.00/M
Home Improvements	\$10.00/M
Special Selects Available	
Other Selects	

MANAGER
 DSA Direct, LLC

GENDER

AVERAGE INCOME	
Value	\$60,000.00

MINIMUM ORDER	
Minimum Quantity	10,000
Minimum Price	\$500.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

EXCHANGES
 Exchange is not allowed

REUSE	
Reuse is allowed	
Minimum Quantity	3,000
Run Charge	

CANCELLATION	
Charges	\$100.00/F

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.

Male
Female

44%
41%

KEY CODING
Key Coding is available
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
★ 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