

Donors on the Move by GrayHair Direct



Donors on the Move by GrayHair Direct offers non-profits a way to reach new prospects that just moved into their mailing area. We have the old address and new address of the new movers with donor transactions by category. Promotions with premiums are eagerly opened by this audience. Grayhair Direct manages data solutions and provides address management services for major firms. File is sourced from direct mail and updates weekly.

SEGMENTS

3,356,534	Total Universe / Universe Rate	\$75.00/M
262,644	1 Mos. Donors /New Movers / COA	+ \$10.00/M
641,627	3 Mos. Donors / New Movers / COA	+ \$5.00/M
3,356,534	12 Mos. Donors/ New Movers / COA	\$75.00/M
53,573	1 Mos. Donors to Animal Causes	+ \$10.00/M
68,559	1 Mos. Donors to Children Causes	+ \$10.00/M
60,457	1 Mos. Donors to Environ. Causes	+ \$10.00/M
102,272	1 Mos. Donors to Health Causes	+ \$10.00/M
168,880	1 Mos. Donors to Political Causes	+ \$10.00/M
67,863	1 Mos. Donors to Religious Causes	+ \$10.00/M
20,064	1 Mos. Donors to Humanitarian/World	+ \$10.00/M
64,049	1 Mos High Responder Donors	+ \$10.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Digital Campaign (Inquire)	\$40.00/M

DESCRIPTION

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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.

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

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

Optimization Modeling

20% Net with \$8/M run chrgs, \$55/M base plus Opt. Scoring Fee. Inquire

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	06/30/2020

DATA CARD MAINTENANCE

New To System	11/18/2011
"New to System"	11/24/2011
Announcement	
Last Update	07/22/2020
Next Update	08/04/2020
Update Frequency	WEEKLY

Digital Campaign

\$40/M, \$8/M impressions, \$500 Min.

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

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

MANAGER**DSA Direct, LLC****GENDER**

Male	44%
Female	41%

AVERAGE INCOMEValue **\$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.

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
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★ = Primary contact

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