

Health Donors on the Move by GrayHair Direct



Health 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 with donor transactions by category. Promotions with premiums are eagerly opened by movers. Grayhair Direct manages data solutions and provides address management services for major firms. File is sourced from direct mail and updates weekly.

SEGMENTS

2,713,837	Total Universe / Universe Rate	\$75.00/M
302,765	1 Mos. New Movers Health Donors	\$85.00/M
641,931	3 Mos. New Movers Health Donors	\$80.00/M
2,713,837	12 Mos. New Movers Health Donors	\$75.00/M
213,000	3 Mos High Scoring Most Likely to Donate	+ \$10.00/M
	Email Campaign 25M Min.	+ \$25.00/M
	Digital Campaign	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	533836
mIn ID	533836
SRDS ID	

MEDIA TYPE

Business and Consumer



SOURCE

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

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	04/11/2019
New to Manager	10/18/2011
Counts Through	08/31/2020

DATA CARD MAINTENANCE

New To System	04/11/2019
"New to System"	04/12/2019
Announcement	
Last Update	09/24/2020
Next Update	10/06/2020
Update Frequency	WEEKLY

DESCRIPTION

Health 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.

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 terms, \$55/M base with Scoring Fee. Inquire for details

Digital Campaigns: \$40/M on matched records Rate for postal data uploaded.

Email Campaign: \$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

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

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
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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

Key Coding is available

Charges	\$3.00/M
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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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