

The Baby Registry by DSA



The Baby Registry by DSA. With a baby on the way, moms have registered online to get discounts, rebates and coupons on products and services they will need. They have provided their email and baby's expected birth month as they click and scan products, brand names, manufacturers and retailers that appeal to them.

SEGMENTS

845,000	Total Universe / Universe Rate	\$115.00/M
42,939	30-Day Baby Registrants	\$125.00/M
100,000	3 Mos Baby Registrants	\$120.00/M
515,000	12 Mos Baby Registrants	\$115.00/M
80,000	30-Day Postnatal	\$125.00/M
200,000	3 Mos Postnatal	\$120.00/M
1,010,000	12 Mos Postnatal	\$115.00/M
	Birth Month Date Selectable	+ \$10.00/M
	Email (50M Minimum)	\$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	532489
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Internet/On-Line, Lifestyle questionnaire

GEOGRAPHY

USA

OPT-IN

Opt-in

MAINTENANCE

Market Entry	03/13/2019
New to Manager	03/05/2019
Counts Through	02/28/2019

DATA CARD MAINTENANCE

New To System	03/13/2019
"New to System"	
Announcement	
Last Update	03/14/2019
Next Update	04/08/2019
Update Frequency	MONTHLY

DESCRIPTION

NEW DATA SOURCE!

The Baby Registry by DSA With a baby on the way, moms have registered online to get discounts, rebates and coupons on products and services they will need. They have provided their email and baby's expected birth month as they click and scan products, brand names, manufacturers and retailers that appeal to them. They are mostly females age 20-45 with baby's birth months within the next 9 months. Postnatal records are also available. Files are enhanced with demographics monthly.

Recommended for use by baby products, services and publication offers, gift and stationery offers, apparel, furniture, insurance, collectibles and other offers.

All mailers and offers must be cleared.

Birth Date By Month is selectable at \$10/M

Demographics: Mostly Females, Age 25, Income \$35K, Mostly First Expected Mothers

Postal Min. 7,500

Email: 50,000 Minimum.

Inquire

SELECTS

Age	\$10.00/M
Demographic	\$10.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Birth Month	\$10.00/M

MANAGER

DSA Direct, LLC

GENDER

Male	%
Female	95%

AVERAGE INCOME

Value	\$35,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$575.00

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 0
 Run Charge

CANCELLATION

Charges **\$100.00/F**

CANCELLATION INSTRUCTIONS

Orders cancelled 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. Email Orders; Cancellation after testing is at full charges

KEY CODING

Key Coding is available

Charges **No charge**

ADDRESSING

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

SPECIAL INSTRUCTIONS

Sample mail piece required for list owner approval. Prepayment on tests. Email orders on Prepayment basis only.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact