

The Baby Station



The Baby Station provides expectant mothers with products, resources, special offers and online newsletters subscriptions to help with the arrival of their new baby!

SEGMENTS

| | | |
|---------|--------------------------------------|-------------|
| 175,000 | Total Universe / Universe Rate | \$85.00/M |
| 65,252 | Last 30 Day Expectant Mothers | \$100.00/M |
| 125,000 | 3 Mos. Expectant Mothers | \$95.00/M |
| 75,000 | 3 Mos. Expectant Mothers & Iden. MOB | + \$10.00/M |
| 175,000 | 12 Month Expectant Mothers | \$12.00/M |
| | Birth Month Selectable! | + \$12.00/M |
| | At Email Address | \$100.00/M |

ID NUMBERS

| | |
|-------------|--------|
| Manager ID | |
| NextMark ID | 340329 |
| mIn ID | 340329 |
| SRDS ID | |

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Multi Sourced, Opt-in e-mail, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

Opt-in

MAINTENANCE

| | |
|----------------|------------|
| Market Entry | 06/07/2012 |
| New to Manager | 06/04/2012 |
| Counts Through | 03/31/2016 |

DATA CARD MAINTENANCE

| | |
|------------------|------------|
| New To System | 06/07/2012 |
| "New to System" | 06/08/2012 |
| Announcement | |
| Last Update | 04/06/2016 |
| Next Update | 05/13/2016 |
| Update Frequency | MONTHLY |

DESCRIPTION

The Baby Station provides expectant mothers with products, resources, special offers and online newsletters subscriptions to help with the arrival of their new baby! These registrants are interested in purchasing baby furniture, accessories, diapers, informative newsletters, coupons and more! Reach expectant mothers at a pivotal time!

SELECTS: Birth Month, Age, Income and other demographic and lifestyle selects.

DEMOGRAPHICS: 95% Female, Avg Age 25, Avg. HH. Income \$35K

EMAIL ORDERS: 25M Minimum.

Creative Required in HTML & Plain Text. Must Contain: Client Name/Address/Opt-Out.

Please provide Seeds Link, Subject Line and From Line Information.

SUPPRESSION FILE: \$10/M. Personalization available \$5/M. Split Test and Split Subject Line Test available.

TRACKING REPORT: Incls. Delivered, Opens, Click Rates included at no charge.

ALL ORDERS: Incls. 2 tests (\$100 for each add'l test/change)

PREPAYMENT REQUIRED ON ALL EMAIL ORDERS

SELECTS

| | |
|------------------|-----------|
| Age | \$10.00/M |
| Demographic | \$10.00/M |
| Gender/Sex | \$8.00/M |
| Household Income | \$10.00/M |
| Birth Month | \$12.00/M |
| Lifestyle | \$10.00/M |
| SUPPRESSION FILE | \$5.00/M |
| DEPLOYMENT | |

AVERAGE INCOME

| | |
|-------|-------------|
| Value | \$35,000.00 |
|-------|-------------|

MINIMUM ORDER

| | |
|------------------|--------|
| Minimum Quantity | 7,500 |
| Minimum Price | \$0.00 |

COMMISSIONS

| | |
|--------|-----|
| Broker | 20% |
| Agency | 15% |

Credit Card Holders **\$8.00/M**
 Mail Order Buyer Activity and More **\$8.00/M**

MANAGER

DSA Direct, LLC

UNIT OF SALE

Average **\$25.00**

GENDER

Male %
 Female **95%**

NET NAME ARRANGEMENTS

Net Name is allowed

Floor **85%**
 Minimum Quantity **50,000**
 Run Charges **\$15.00/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 **\$2.00/M**

ADDRESSING

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

SPECIAL INSTRUCTIONS

Sample mail piece required for list owner approval. First time tests require prepayment. EMAIL: 25M Min. PREPAYMENT REQUIRED ON ALL EMAIL ORDERS

CONTACTS

| Contact Name | Role | Email | Phone | Fax |
|--|-----------------|---------------------------|----------------|----------------|
| ★ Linda Santaite DSA Graphics, LLC 431 East Main Street Unit #3 Denville, NJ 078344 | Sales Executive | LSantaite@DSAGraphics.com | (973) 954-2649 | (973) 625-8722 |

★ = Primary contact