

## Expecting a Baby Shoppers by DSA



Expecting a Baby Shoppers by DSA provides active, engaged, shoppers that have made a purchase and during the check out process filled out a quick survey and signed up for an online newsletter providing information, advice, and resources. They have self reported they are expecting a baby and provided due date month.

### SEGMENTS

925,000	Total Universe / Universe Rate	\$85.00/M
100,000	30-Day Registrants	\$125.00/M
250,000	3 Mos Registrants	\$100.00/M
925,000	12 Mos Registrants	\$85.00/M
	Birth Month Date Selectable	+ \$10.00/M
	Available: Email, Digital & more	+ \$10.00/M

### ID NUMBERS

Manager ID	
NextMark ID	612998
mIn ID	612998
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Compiled lists, Lifestyle questionnaire, Internet/On-Line, Buyers

### GEOGRAPHY

USA

### OPT-IN

Opt-in

### MAINTENANCE

Market Entry	06/14/2023
New to Manager	10/25/2022
Counts Through	01/31/2024

### DATA CARD MAINTENANCE

New To System	10/25/2022
"New to System" Announcement	06/15/2023
Last Update	02/08/2024
Next Update	03/08/2024
Update Frequency	MONTHLY

### DESCRIPTION

**Expecting a Baby Shoppers by DSA** Updated monthly, these active, engaged, shoppers have made a purchase and during the check out process filled out a quick survey and signed up for an online newsletter providing information, advice, and resources. They have self reported they are expecting a baby and provided due date month. Surveys pops up on over 300 online sources, retail outlets and in special deals and promotions that are served up daily.

Marketers can select due date month, age, gender, income and more! (First Trimester is not available on this file). File is overlaid with demographics and lifestyle attributes. Postal, email and digital usage available. File updated monthly

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

All mailers and offers must be cleared.

**Special Selects:** Birth Date by Month, Dollar Amount: \$25+, \$50+, \$75+, \$100+, Credit Card Buyers, Mail Order Buyers, Presence of Children, Demographics, ethnicity, and Lifestyle selects available. Inquire further.

Demographics: 85% Females, 15% Males, Avg. Income \$55K, Avg. Age 27

**Postal Min.** 7,500

**Email:** 50,000 Minimum. Mailer required to provide creative for approval. All emails must contain company name/address. Client to provide from/subject line and seed list. Prepayment required on all email campaigns. Re-blast at 50% discount.

**Digital Campaign** Display/Retargeting and more is available!

[Contact DSA](#)

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**SELECTS**

Age	<b>\$8.00/M</b>
Birth Month	<b>\$10.00/M</b>
Credit Card Buyers	<b>\$8.00/M</b>
Demographic	<b>\$8.00/M</b>
Dollar Amount Spent	<b>\$8.00/M</b>
Gender/Sex	<b>\$8.00/M</b>
Geo/Geographical	<b>\$8.00/M</b>
House Income	<b>\$8.00/M</b>
Mail Order Buyers	<b>\$8.00/M</b>
Marital Status	<b>\$8.00/M</b>
Presence of Children	<b>\$8.00/M</b>
Ethnicity: Hispanic, African American	<b>\$10.00/M</b>
Trimester: Second, Third	<b>\$25.00/M</b>
Digital Campaign	<b>\$10.00/M</b>

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

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**UNIT OF SALE**Average **\$50.00**

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**GENDER**Male **15%**  
Female **85%**

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**AVERAGE INCOME**Value **\$60,000.00**

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**MINIMUM ORDER**Minimum Quantity **7,500**  
Minimum Price **\$575.00**

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**COMMISSIONS**Broker **20%**  
Agency **15%**

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

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**EXCHANGES****Exchange is not allowed**

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**REUSE****Reuse is allowed**Minimum Quantity **0**  
Run Charge

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**CANCELLATION**Charges **\$100.00/F**

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**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

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**KEY CODING****Key Coding is available**Charges **No charge**

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

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**SPECIAL INSTRUCTIONS**

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

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**CONTACTS**

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

★ = Primary contact