
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	612998
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	09/30/2023

DATA CARD MAINTENANCE

New To System	10/25/2022
"New to System" Announcement	06/15/2023
Last Update	10/02/2023
Next Update	11/06/2023
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](#)

SELECTS

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

**MANAGER
DSA Direct, LLC****UNIT OF SALE**

Average	\$50.00
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GENDER

Male	15%
Female	85%

AVERAGE INCOME

Value	\$60,000.00
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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
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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

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
★ 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