

Newly Engaged Brides to Be by DSA



Reach Brides to Be, Newly Engaged Brides and Grooms that have registered on online websites to get the ultimate wedding resource guides. Brides sign up by providing their email address and wedding date planned. They are mostly females age 20-45 with wedding dates within the year. A number of websites are pulled into this file and all data is validated before releasing. File is enhanced with demographics monthly.

SEGMENTS

650,000	Total Universe / Universe Rate	\$125.00/M
65,000	30-Day Newly Engaged	\$125.00/M
185,000	3 Month Newly Engaged Registrants	\$125.00/M
650,000	12 Month Newly Engaged Registrants	\$125.00/M
	Wedding Date Month Selectable	+ \$10.00/M

ID NUMBERS

Manager ID	
NextMark ID	298366
mIn ID	150610
SRDS ID	

MEDIA TYPE

Consumer	
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SOURCE

Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

Opt-in

MAINTENANCE

Market Entry	12/01/2010
New to Manager	12/01/2010
Counts Through	07/31/2020

DATA CARD MAINTENANCE

New To System	11/28/2010
"New to System"	11/29/2010
Announcement	
Last Update	08/21/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

DESCRIPTION

Newly Engaged Brides to Be by DSA. Reach Brides to Be, Newly Engaged Brides and Grooms that have registered on online websites to get the ultimate wedding resource guides. Brides sign up by providing their email address and wedding date planned. They are mostly females age 20-45 with wedding dates within the year. A number of websites are pulled into this file and all data is validated before releasing. File is enhanced with demographics monthly.

Recommended for use by bridal and wedding products, services and publications, gift and stationery offers, apparel, jewelry, collectibles and other offers.

All mailers and offers must be cleared.

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

Demographics: Mostly Females, Age 25, Income \$35K, Mostly First Time Brides

Postal Min. 7,500

SELECTS

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

AVERAGE INCOME

Value	\$35,000.00
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MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$575.00

MANAGER

DSA Direct, LLC

COMMISSIONS

Broker	20%
Agency	15%

GENDER

Male	%
Female	95%

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