

## 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
42,900	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
	Digital Campaign Inquire	\$55.00/M

### ID NUMBERS

Manager ID	
NextMark ID	532489
mIn ID	532489
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Compiled lists, Internet/On-Line, Lifestyle questionnaire

### GEOGRAPHY

USA

### OPT-IN

Opt-in

### MAINTENANCE

Market Entry	03/14/2019
New to Manager	03/05/2019
Counts Through	07/31/2020

### DATA CARD MAINTENANCE

New To System	03/13/2019
"New to System"	03/15/2019
Announcement	
Last Update	08/10/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

### DESCRIPTION

**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. 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 Campaigns** - \$55/M on matched records, \$750 Minimum. Inquire

### SELECTS

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

### MANAGER

DSA Direct, LLC

### 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%

**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
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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
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**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