

## The Baby Station Registrants



The Baby Station registration sites provides expectant mothers with advice, special deals, coupons, free samples, recipes, craft ideas, books and tips for preparing for the babies arrival. By registering, expectant mothers get newsletters emailed to them that is filled with more great advice, product offers, discount offers and more.

### SEGMENTS

475,000	Total Universe / Universe Rate	\$110.00/M
75,000	Last 30-Day Registrants	\$125.00/M
125,000	3 Mos. Expectant Mothers	\$115.00/M
475,000	12 Month Expectant Mothers	\$110.00/M
	Birth Month Selectable!	+ \$10.00/M
	At Email Address	+ \$25.00/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	01/31/2022

### DATA CARD MAINTENANCE

New To System	06/07/2012
"New to System"	06/08/2012
Announcement	
Last Update	02/01/2022
Next Update	03/04/2022
Update Frequency	MONTHLY

### DESCRIPTION

**The Baby Station** registration sites provides expectant mothers with advice, special deals, coupons, free samples, recipes, craft ideas, books and tips for preparing for the babies' arrival. By registering, expectant mothers get newsletters emailed to them that is filled with more great advice, product offers, discount offers and more. The sites get the expectant mothers excited about all the great offers available and what they will need with the new baby coming. This audience is perfectly suited for a variety of offers including home decor, publications, food products, insurance and more.

**Recommended for** use by baby products, services and publication offers, retail traffic building offers, gift and stationery offers, apparel, furniture, insurance and more. All mailers and offers must be cleared.

**Selects:** Birth Date by Month, Age, Income, Demographic & Lifestyle Interests

**Demographics:** 95% Female, Avg. Age 22, Income \$35K

**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** - Add Digital to Postal Mailing \$10/M; Digital Only Use: \$55/M on matched records, \$750 Minimum. Inquire

### Contact DSA

#### SELECTS

Age	\$8.00/M
Demographic	\$8.00/M

#### AVERAGE INCOME

Value	\$35,000.00
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#### MINIMUM ORDER

Gender/Sex	\$8.00/M
Household Income	\$8.00/M
Birth Month	\$10.00/M
Lifestyle	\$8.00/M
Mail Order Buyer Activity and More	\$8.00/M

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

<b>UNIT OF SALE</b>	
Average	\$25.00

<b>GENDER</b>	
Male	%
Female	95%

Minimum Quantity	7,500
Minimum Price	\$675.00

<b>COMMISSIONS</b>	
Broker	20%
Agency	15%

<b>NET NAME ARRANGEMENTS</b>	
<b>Net Name is allowed</b>	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/M

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

<b>REUSE</b>	
<b>Reuse is allowed</b>	
Minimum Quantity	0
Run Charge	

<b>CANCELLATION</b>	
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

<b>KEY CODING</b>	
<b>Key Coding is available</b>	
Charges	\$2.00/M

<b>ADDRESSING</b>	
FTP	\$75.00/F
EMAIL	\$75.00/F

**SPECIAL INSTRUCTIONS**  
 Sample mail piece required for list owner approval. First time tests require prepayment. Email orders on prepayment basis.

**CONTACTS**

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact