

## The Bridal Registry by DSA



The Bridal Registry by DSA! Reach hotline bridal registrants planning for their upcoming wedding. They have registered online to get the best in wedding products, venues, services and travel offers. Brides sign up by providing their email address and wedding date information and are given incentive deals to do so.

### SEGMENTS

845,000	Total Universe / Universe Rate	\$115.00/M
30,000	30-Day Bridal Registrants	\$125.00/M
100,000	3 Mos Bridal Registrants	\$120.00/M
416,434	12 Mos Bridal Registrants	\$115.00/M
38,000	30-Day Newlyweds	\$125.00/M
115,000	3 Mos Newlyweds	\$120.00/M
458,080	12 Mos Newlyweds	\$115.00/M
	Wedding Date Month Selectable	+ \$10.00/M
	Digital Campaign Inquire	\$55.00/M

### ID NUMBERS

Manager ID	
NextMark ID	532036
mIn ID	532036
SRDS ID	

### MEDIA TYPE

Consumer



### SOURCE

Internet/On-Line, Lifestyle questionnaire, Compiled lists

### GEOGRAPHY

USA

### OPT-IN

Opt-in

### MAINTENANCE

Market Entry	03/13/2019
New to Manager	03/05/2019
Counts Through	07/31/2020

### DATA CARD MAINTENANCE

New To System	03/05/2019
"New to System"	03/14/2019
Announcement	
Last Update	08/10/2020
Next Update	09/07/2020
Update Frequency	MONTHLY

### DESCRIPTION

**The Bridal Registry by DSA** Reach hotline bridal registrants planning for their upcoming wedding. They have registered online to get the best in wedding products, venues, services and travel offers. Brides sign up by providing their email address and wedding date information and are given incentive deals to do so. They are mostly females age 20-45 with wedding dates within the year. 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

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

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

### SELECTS

Age	\$10.00/M
Demographic	\$10.00/M
Ethnicity: Hispanic, African American	\$12.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Wedding Date	\$10.00/M
Household Income	\$10.00/M

### AVERAGE INCOME

Value	\$35,000.00
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### MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$575.00

### COMMISSIONS

Broker	20%
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**MANAGER**  
**DSA Direct, LLC**

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