

## 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, resources in planning, discount on products services and travel destinations. Brides sign up by providing their email address and wedding date information and are given incentive deals to do so.

### 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 **01/31/2024**

### DATA CARD MAINTENANCE

New To System **03/05/2019**  
"New to System" **03/14/2019**  
Announcement  
Last Update **02/08/2024**  
Next Update **03/08/2024**  
Update Frequency **MONTHLY**

### 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
416,500	12 Mos Bridal Registrants	\$115.00/M
38,000	30-Day Newlyweds	\$125.00/M
115,000	3 Mos Newlyweds	\$120.00/M
458,100	12 Mos Newlyweds	\$115.00/M
	Wedding Date Month Selectable	+ \$10.00/M
	Digital Campaign Inquire	+ \$10.00/M

### 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, resources in planning, discount on products services and travel destinations. 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 offer, 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** - Add Digital Campaign to Postal Mailing at \$5/M, Digital Only: \$55/M on matched records, \$750 min.. Inquire.

[Contact DSA](#)

### SELECTS

### AVERAGE INCOME

Value **\$35,000.00**

### MINIMUM ORDER

Age	<b>\$10.00/M</b>	Minimum Quantity	<b>7,500</b>
Demographic	<b>\$10.00/M</b>	Minimum Price	<b>\$575.00</b>
Ethnicity: Hispanic, African American	<b>\$12.00/M</b>		
Gender/Sex	<b>\$8.00/M</b>	<b>COMMISSIONS</b>	
Geo/Geographical	<b>\$8.00/M</b>	Broker	<b>20%</b>
Wedding Date	<b>\$10.00/M</b>	Agency	<b>15%</b>
Household Income	<b>\$10.00/M</b>		
Digital Campaign	<b>\$10.00/M</b>	<b>NET NAME ARRANGEMENTS</b>	
Email 50,000 min	<b>\$25.00/M</b>	<b>Net Name is allowed</b>	

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

**GENDER**

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

Floor	<b>85%</b>
Minimum Quantity	<b>50,000</b>
Run Charges	<b>\$8.00/M</b>

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

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

**CANCELLATION**

Charges	<b>\$100.00/F</b>
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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**

<b>Key Coding is available</b>	
Charges	<b>No charge</b>

**ADDRESSING**

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

**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