

**Cash is King No Checking Account Responders by DSA**



Cash is King No Checking Account Responders by DSA are hotline online responders to a survey asking about bank accounts. Responders have indicated they do not have a checking account. The survey continues with questions about what are the most important aspects to them in a bank; the effect of banking fees and other related questions.

**SEGMENTS**

2,325,000	Total Universe / Universe Rate	\$90.00/M
300,000	1 Mos. Responders	+ \$10.00/M
785,000	3 Mos. Responders	+ \$5.00/M
2,325,000	12 Mos Responders	\$90.00/M
	Publishers & Fundraiser Base Rate	\$75.00/M
	Email Campaign - 25M Minimum	+ \$25.00/M

**ID NUMBERS**

Manager ID	
NextMark ID	473105
mIn ID	473105
SRDS ID	

**MEDIA TYPE**

Consumer

**SOURCE**

Internet/On-Line, Multi Sourced

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	01/19/2017
New to Manager	01/19/2017
Counts Through	03/31/2017

**DATA CARD MAINTENANCE**

New To System	01/19/2017
"New to System" Announcement	01/20/2017
Last Update	04/12/2017
Next Update	05/05/2017
Update Frequency	MONTHLY

**DESCRIPTION**

**Cash is King No Checking Account Responders by DSA** are hotline online responders to a survey asking about bank accounts. Responders have indicated they do not have a checking account. The survey continues with questions about what are the most important aspects to them in a bank; the effect of banking fees and other related questions.

The responders use primarily cash or pre-paid debt cards for their transactions. Their reasoning varies from having poor credit, issues with banking fees and privacy concerns.

**Demographics:** 55% Females, 45% Males, Avg Age 40, Avg. Income \$32,000

**Minimum:** 7,500 postal mailing

**Email Orders:** 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option.

Creative services available for \$275/F fee.

Provide: Subject Line and Seed List. 2 Tests included, additional test blasts \$150/F email.

Tracking report with delivered, opened, click thru.

Personalization available. Can suppress housefile, inquire. Prepayment required on all email

**SELECTS**

Age	\$10.00/M
Demographic	\$10.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M
Credit Rating	\$15.00/M
Creative services	\$275.00/F

**MANAGER**

DSA Direct, LLC

**AVERAGE INCOME**

Value	\$32,000.00
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**MINIMUM ORDER**

Minimum Quantity	7,500
Minimum Price	\$450.00

**COMMISSIONS**

Broker	20%
Agency	15%

**NET NAME ARRANGEMENTS**

Net Name is allowed

GENDER	
Male	45%
Female	55%

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	\$3.00/M
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#### ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F
RUN CHARGE	\$8.00/M

#### SPECIAL INSTRUCTIONS

Sample Mail Piece required on Tests for Approval. Prepayment required on new tests and all Email orders.

#### CONTACTS

Contact Name	Role	Email	Phone	Fax
Linda Santaite DSA Direct, LLC 431 East Main Street Unit #3 Denville, NJ	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact