

**Cash is King No Checking Account UnderBanked**



Cash is King No Checking Account Underbanked by DSA are hotline online responders to a survey asking about their banking needs. Responders have indicated they do not have a checking account. This underbanked market uses mostly cash and debit for their transactions.

**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**

<b>Manager ID</b>	
<b>NextMark ID</b>	<b>473105</b>
<b>mIn ID</b>	<b>473105</b>
<b>SRDS ID</b>	

**MEDIA TYPE**

<b>Consumer</b>	
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**SOURCE**

Multi Sourced, Internet/On-Line

**GEOGRAPHY**

USA

**OPT-IN**

**MAINTENANCE**

Market Entry	<b>01/19/2017</b>
New to Manager	<b>01/19/2017</b>
Counts Through	<b>04/30/2018</b>

**DATA CARD MAINTENANCE**

New To System	<b>01/19/2017</b>
"New to System" Announcement	<b>01/20/2017</b>
Last Update	<b>05/03/2018</b>
Next Update	<b>06/08/2018</b>
Update Frequency	<b>MONTHLY</b>

**DESCRIPTION**

**Cash is King No Checking Account Underbanked by DSA** are hotline online responders to a survey asking about their banking needs. Responders have indicated they do not have a checking account. This underbanked market uses mostly cash and debit for their transactions. The survey asks what the most important aspects to them in a bank; the effect of banking fees and other related questions. The survey is published by survey companies for the banking institutions as a lead generator.

Their reasoning for not having a checking account and/or other banking accounts varies from having poor credit, limited finances, access issues, banking fees and / or privacy concerns. The file updates monthly and overlaid to provide audience segmentations. Credit rating from a proprietary model has been applied to the file and is selectable. Select best and worst credit scoring responders.

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

**AVERAGE INCOME**

Value	<b>\$32,000.00</b>
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**MINIMUM ORDER**

Minimum Quantity	<b>7,500</b>
Minimum Price	<b>\$450.00</b>

**COMMISSIONS**

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

**MANAGER**

**DSA Direct, LLC**

**GENDER**

Male 45%  
 Female 55%

**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 \$3.00/M

**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
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★ = Primary contact