

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

Manager ID	
NextMark ID	473105
mIn ID	473105
SRDS ID	

MEDIA TYPE

Consumer

**SOURCE**

Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN**MAINTENANCE**

Market Entry	01/19/2017
New to Manager	01/19/2017
Counts Through	07/31/2017

DATA CARD MAINTENANCE

New To System	01/19/2017
"New to System" Announcement	01/20/2017
Last Update	08/02/2017
Next Update	09/07/2017
Update Frequency	MONTHLY

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	\$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

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%

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
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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
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★ = Primary contact