

Check Cashing Service Users by DSA



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SEGMENTS

1,300,000	Total Universe / Universe Rate	\$75.00/M
175,000	1 Monthly Hotline	\$85.00/M
305,000	3 Month	\$70.00/M
1,300,000	12 Month	\$75.00/M
	Publishers & Fundraiser Base Rate	\$65.00/M
	Email Campaign - 25M Minimum	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	483041
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	  
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SOURCE

Multi Sourced, Internet/On-Line

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/02/2017
New to Manager	08/01/2017
Counts Through	07/31/2017

DATA CARD MAINTENANCE

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

DESCRIPTION

Check Cashing Service Users by DSA. Reach users of nationwide check cashing services. The file is sourced from the financial firms that provide this financial service solution for those without bank accounts or local banking options. Many of the users of this check cashing service are regular weekly check cashers. They rely on this service to provide them with immediate cash.

Check cashing services provide low income and underbanked individuals with instant access to their money. There are no holds on the funds waiting for them to clear. A small fee is charged per check cashed for the service. The retail outlets are typically open longer hours, including weekends when other standard banking institutions are not open. This provides the access and flexibility needed for this underbanked audience.

Demographics: 55% Males, 45% Females, 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

AVERAGE INCOME

Value	\$32,000.00
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Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$10.00/M

MANAGER
DSA Direct, LLC

GENDER

Male	55%
Female	45%

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$450.00

COMMISSIONS

Broker	20%
Agency	15%

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	\$100.00/F

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