

Fast Cash Payday Loan By DSA



Fast Cash Payday Loan by DSA users have taken out short term loans against their paycheck to get immediate cash. They have provided their employment information, job title, salary, personal banking info, home ownership and more to secure a fast cash loan.




SEGMENTS

815,000	Total Universe / Universe Rate	\$75.00/M
105,000	1 Month Hotline	\$85.00/M
250,000	3 Month	\$80.00/M
815,000	12 Month	\$75.00/M
	Email Campaign 25,000 Min.	+ \$25.00/M

ID NUMBERS

Manager ID	
NextMark ID	531669
mIn ID	
SRDS ID	

MEDIA TYPE

Consumer	  
----------	---

SOURCE

Opt-in e-mail, Internet/On-Line, Compiled lists

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	09/23/2019
New to Manager	08/11/2010
Counts Through	12/31/2019

DATA CARD MAINTENANCE

New To System	02/26/2019
"New to System"	09/24/2019
Announcement	
Last Update	01/22/2020
Next Update	02/07/2020
Update Frequency	MONTHLY

DESCRIPTION

Fast Cash Payday Loan by DSA users have taken out short term loans against their paycheck to get immediate cash. They have provided their employment information, job title, salary, personal banking info, home ownership and more to secure a fast cash loan.

Typically users have low income and limited credit. The availability of quick loans helps them pay for unexpected expenses such as car repairs, medical bills or pay day to day expenses when money is tight. Average loan amount is \$250 and many are repeat users of the service. File is sourced from an online payday loan site. All data is verified. File updates monthly and is overlaid with enhancements.

Special Selects: Age, Income, Homeowner, Renter

Demographics: 35% Female, 65% Male, Avg Age 40+, Avg. Income \$30K

Email Orders: 25,000 Minimum

Creative requirements: HTML & Plain Text Include client name & address & opt out option. Creative services are 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 is 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
Home Owner, Renter	\$10.00/M
Email Campaign	\$25.00/M

MANAGER

AVERAGE INCOME

Value	\$30,000.00
-------	-------------

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

COMMISSIONS

Broker	20%
Agency	15%

DSA Direct, LLC

GENDER

Male	65%
Female	35%

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 canceled 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.

KEY CODING

Key Coding is available

Charges	\$2.00/M
---------	----------

ADDRESSING

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

SPECIAL INSTRUCTIONS

Sample mail piece required for list owner approval. Prepayment required on new tests and email orders.

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street Unit #3 Denville, NJ 07834	Sales Executive	LSantaite@DSAGraphics.com	(973) 954-2649	(973) 625-8722

★ = Primary contact