
Check Cashing Service Users by DSA



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SEGMENTS

1,250,000	Total Universe / Universe Rate	\$75.00/M
165,000	1 Monthly Hotline	\$85.00/M
295,000	3 Month Service Users	\$80.00/M
125,000	12 Month Service Users	\$75.00/M
	Publishers & Fundraiser Base Rate	\$65.00/M
	Digital Campaign - Inquire	\$40.00/M

ID NUMBERS

Manager ID	
NextMark ID	483041
mIn ID	483041
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Internet/On-Line, Retail/POP, Multi Sourced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	08/02/2017
New to Manager	08/01/2017
Counts Through	06/30/2020

DATA CARD MAINTENANCE

New To System	08/02/2017
"New to System" Announcement	08/03/2017
Last Update	07/06/2020
Next Update	08/03/2020
Update Frequency	MONTHLY

DESCRIPTION

Check Cashing Service Users by DSA. Reach users of nationwide check cashing services mostly at retail locations. 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.

This file is recommended for value minded offers, those with easy credit term deals, discounts, travel, insurance and offers seeking to reach an audience this has limited income and may not be easily reached thru other other databases.

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

For more info contact [DSA Direct](#)

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
Email Campaign	\$25.00/M

MANAGER
DSA Direct, LLC

GENDER	
Male	55%
Female	45%

AVERAGE INCOME	
Value	\$32,000.00

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

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