

**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**

975,000	Total Universe / Universe Rate	\$75.00/M
125,000	1 Month Hotline	\$85.00/M
250,000	3 Month	\$80.00/M
975,000	12 Month	\$75.00/M
	Digital Campaigns	+ \$35.00/M

**ID NUMBERS**

Manager ID	
NextMark ID	531669
mIn ID	531669
SRDS ID	

**MEDIA TYPE**

Consumer

**SOURCE**

Multi Sourced, 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	07/31/2020

**DATA CARD MAINTENANCE**

New To System	02/26/2019
"New to System"	09/24/2019
Announcement	
Last Update	08/21/2020
Next Update	09/07/2020
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 house file, inquire. Prepayment required on all email

**SELECTS**

Age	\$8.00/M
Demographic	\$8.00/M
Ethnic/Ethnicity	\$15.00/M
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Income Select	\$8.00/M
Home Owner, Renter	\$10.00/M
Email Campaign	\$25.00/M

**AVERAGE INCOME**

Value	\$30,000.00
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**MINIMUM ORDER**

Minimum Quantity	7,500
Minimum Price	\$500.00

**COMMISSIONS**

Broker	20%
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Credit Rating **\$10.00/M** Agency **15%**

**MANAGER**  
**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
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★ = Primary contact