

Designer® Checks Personal Checks Esert



408,000 Annual Impressions \$30.00/M
 34,000 Monthly Impressions

Designer® Checks, recognized today as a leading direct-to-consumer check supplier, is accepting third-party banner ads on their website's order confirmation page. This page will be presented after a sales transaction has been completed. The banner ad can incorporate the use of a larger mouseover banner and can be linked to a landing page on the advertiser's site.

Designer® Checks takes pride in offering their customers quality checks, exceptional value, and an extensive offering of over 80 check designs. This program is an excellent marketing tool to reach families with children (about 70% of customers have children in the household). No credit card offers will be accepted.

To see a sample of how these ads are presented on the confirmation page, go to: <http://www.stantondirect.com/ChecksUnlimitedEsertSample.html>

BANNER SIZE: 170(w) x 90(h) Pixels*
 BANNER FILE MAX: 15 KB
 MOUSEOVER BANNER MAX: 300(w) x 170(h) Pixels
 MOUSEOVER FILE MAX: 42 KB

*A larger size may be considered based on availability and pricing.

2009 Counts

January	34,000	July	34,000
February	34,000	August	34,000
March	34,000	September	34,000
April	34,000	October	34,000
May	34,000	November	34,000
June	34,000	December	34,000

Other important information

Files should be submitted as gifs (jpegs are acceptable). Animated gifs are acceptable
 Linked landing page must relate to banner offer and is subject to approval
 A maximum of three banners will be presented at one time

AVG. ORDER

\$25.00

SOURCE

Direct Mail
 Package Inserts
 and other Direct
 Response Media

GENDER

70% - Female
 Average age: 40
 (Presence of children
 in household about 70%)

INCOME

\$50,000.00 Median
 Household Income

HOMEOWNERS

Approximately 70%
 are homeowners

MINIMUM ORDER

INQUIRE

CONTACT

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