

# DCU Checkbook Bind-In Program

## Responsive and "Green" (Print and Distribution)

3,100,000 approximately 250,000 + Monthly Distribution \$35.00/M  
(includes print)

Direct Checks Unlimited, America's leading direct-to-consumer check manufacturer, is now accepting selected advertising offers *bound into* both Checks Unlimited® and Designer Checks® customers' checkbooks.

Advertisers' offers will be *bound into the first checkbook* of a customer order, and will appear immediately after the top customer information bind-in. The customer *will see* the offer and be able to examine it before using her checks.

This is a great opportunity for discount offers, general merchandise, book clubs, music clubs, travel offers, subscriptions, children's products, cosmetics, health and beauty aids, and much more.

**Credit card offers are now being accepted into this program!**

**BIND-IN SIZE:** 6" wide x 3" high  
Print area: 5.75" wide x 2.625 high (no bleed)  
Printed full color/two sides

**PLEASE REQUEST ART SPECIFICATIONS & DETAILS.**



QTY	MAIL DATE	ARTWORK DUE
875,000	1st Quarter 10	11/16/2009
750,000	2nd Quarter 10	2/15/2010
750,000	3rd Quarter 10	5/17/2010
725,000	4th Quarter 10	8/16/2010

**Only two third-party bind-ins included in each check order.**

### UNIT OF SALE

\$25.00

### GENDER

75% - Female  
Average age: 45+

### SOURCE

Customer Orders  
100% mail  
order buyers

### INCOME

\$50,000.00 Median  
Household Income

### HOMEOWNERS

Approximately 70%  
are homeowners

### MINIMUM ORDER

100,000

### CONTACT

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## Stanton Direct Marketing, Inc.

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