

# DCU Personal Checks PIP

1,200,000 Annual Distribution  
100,000 Per Month

\$60.00/M

UNIT OF SALE

\$25.00

Direct Checks Unlimited, America's leading direct-to-consumer check manufacturer, is accepting advertisers in its Personal Checks customer order packages.

GENDER

75% - Female  
Average age: 45+

Advertisers' offers will be going to customers who order 4 boxes of checks through the Checks Unlimited or Designer Checks brands. The inserts are collated into an envelope.

SOURCE

Customer File--  
100% mail  
order buyers

This program is an excellent marketing tool to reach families with children This is a great opportunity for general merchandise, subscriptions, children's products, cosmetics, health and beauty aids, and much more.

INCOME

\$50,000.00 Median  
Household Income

*MAX/MIN INSERT SIZE:*                   Maximum: 5-1/2 x 6  
Minimum: 3-1/2 x 5-1/2

*MAXIMUM WEIGHT:* **.25 oz**  
(Overweight charges will apply to inserts above this weight)

HOMEOWNERS

Approximately 70%  
are homeowners

*MAXIMUM NUMBER OF INSERTS:* **8**



MINIMUM ORDER

50,000

*MONTHLY COUNTS:* **100,000 per month**

CONTACT

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SAMPLE INSERT PIECE REQUIRED FOR CLEARANCE  
MATERIAL REQUIRED 4 WEEKS PRIOR TO INSERTION

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