

The DSV Point System

When we first set out to create a TRULY useful, flexible imaging product for our clients, we realized two things right off the bat: You have to make it simple and you have to make it flexible to the client's need. We observed that imaging companies had been selling monthly packages that gave you "x" number of sweepers and "x" number of promos each month. But...what if you didn't want any promos that month? Or...what if you wanted a few more sweepers and less promos the next month? You were locked into a product that didn't give you what you needed. If you produce imaging in-house...you simply ask your production guy to give you however many of whatever elements you wanted...right? Well, that's what we do. And that's the beauty of our Point System.

Each Prepaid Point Package or Annual Retainer Package gives you points to work with...like Monopoly money...to "buy" whatever kinds of elements you need. Need sweepers only? No problem. A few shotguns and some updates? Easy! The Point System gives you complete flexibility to get whatever you need...and whenever you need it. That's because you can spread out your use throughout the month. We don't make you use it all at once...because radio doesn't work that way. Need just a quick promo today for something this weekend? No problem. But, if you DO need to do everything in one giant package for the month, we have the best turnaround time in the biz to accommodate you!

We even help you track your point usage with useful email notifications updating you on your points status every time we complete a project for you.

With Annual Retainers, you get a batch of points to use each month. If you need more points than that, you can always purchase extra points for a low per point rate...all without having to rewrite your contract! This is perfect for those times during the year when you need an extra boost to your imaging...like just before a major ratings period.

Get a Little R&B!

In this case, we mean "Rollover & Borrow." It's an add-on to your regular retainer package that allows you to rollover any unused points from one month to the next so that you can avoid "losing" your points. However, you must use all of your rollover points in that next month. On the borrow end, we allow you to borrow up to 20% of your next month's points, this month. So as you can see, with Rollover & Borrow, you can really get the most out of your package for only a little more money.

Go Prepaid and Save the Worry!

With our PrePaid Point Packages, you buy a large pool of points that you can use anytime within the next 12 months. Use 'em all at once or spread your use out over the year. It's completely flexible to your need. And, you never have to worry about running out of points each month or rollovers or any of that. Simply use them until they are gone. If you run out of points before the end of the 12 month period, you can simply buy another package. If you have remaining points at the end of the 12 month period, they will automatically rollover to a new point package if you purchase it prior to the end date of the first package.

So, as you can see our Point System is designed with you in mind!