



NEW DIGITAL PAYMENT SYSTEMS

1580 Sherman Ave PH05
Evanston, IL 60201
(224) 435-8699
digipaymentsystems@gmail.com

January 12, 2026

Watcher Comix
606 Davis St, Evanston
Evanston, IL 60201

TITLE: The "Pull List" Profit Leak

SUBTITLE: How Transaction Fees Eat Your Wednesday Margins

The Scenario: A loyal subscriber picks up their weekly stack:

- 3 New Issues @ \$4.99 ea
- **Total Sale:** \$14.97

The "Old Rails" Cost:

- Fixed Transaction Fee: **\$0.30**
- Processing Rate (2.9%): **\$0.43**
- Total Fee: **\$0.73**
- *Effective Fee Rate: 4.8% (Ouch!)*

The NDPS Solution:

- **Bundled Digital Settlement:** We batch subscriber payments to eliminate the repetitive \$0.30 swipe fees.
- **New Fee Total: \$0.55** (Flat 2.5%)
- **Savings Per Customer/Week:** \$1.28

The Annual Impact (100 Subscribers):

- $\$1.28 \times 100 \text{ Subscribers} \times 52 \text{ Weeks} = \$6,656.00 \text{ in recovered profit.}$
- *That is free money currently going to Visa/Mastercard.*