

Reduce Your Unwanted *Junk Mail*

Before You "Junk" Unwanted Mail . . . Reduce It!

Chances are, your name and address are on mailing lists that are rented, sold or traded. This sheet will help you reduce the amount of unwanted mail you receive.

Commonly Asked Questions

WHAT IS DIRECT MAIL?

Direct mail is generally third class mail used for advertising and promotional purposes including . . .

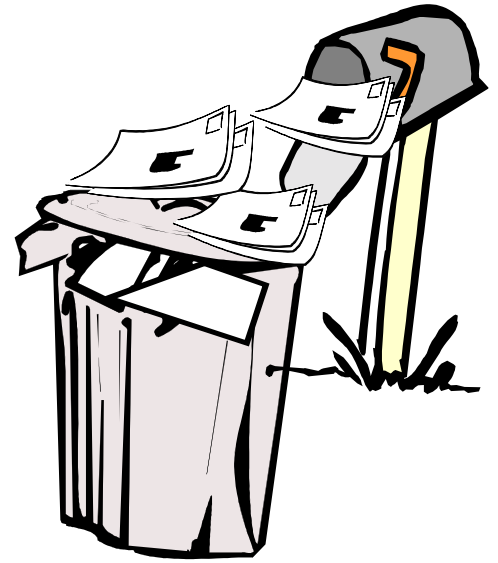


IS IT JUNK?

Direct mail that goes to someone who does not want it is often called "Junk Mail." In most communities it can be recycled as "mixed paper" as long as you remove non-paper inserts. Find out if you need to remove the plastic window.

HOW CAN I RECEIVE LESS JUNK MAIL?

If you do not enjoy receiving most types of national direct mail, send a postcard to the Direct Marketing Association's Mail Preference Service (see reverse). This will add your name to the "delete file" where it will remain for five years. Approximately 70% of direct marketers use the Service to avoid sending unwanted mail. Tell the organizations you hear from to keep your name in an "in-house list" only and write or state "do not rent, sell or trade my name" each time you make a purchase or donation.



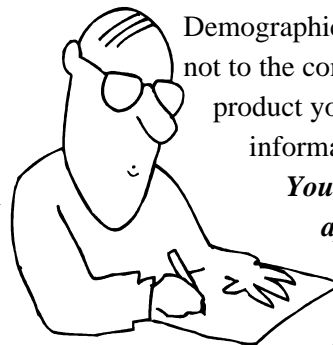
THE PROBLEM . . .

The Environmental Defense Fund estimates that households receive an average of 84 pounds of third class mail each year . . . Over 12 pounds of which is discarded without being read. An estimated nine million trees are used annually to make direct mail that is never read.

DID YOU KNOW . . .

Warranty or product registration cards are usually returned to National Demographics & Lifestyles (NDL), not to the company that produced the product you bought. NDL sells the information to direct marketers.

You are covered by any applicable manufacturer's warranty whether or not you return the card.



For More Information:

(800) 238-1221 www.cetonline.org

112 Elm Street, Pittsfield, MA 01201 (413) 445-4556
26 Market Street, Northampton, MA 01060 (413) 586-7350

What Can You Do?

✓ *Send the largest national direct market services a post card or letter with your name, address and phone number each way they appear on your unwanted mail.*

Direct Marketing Association

Mail Preference Service
1200 Ave. of the Americas
NY, New York 10036-6700

Haines and Company

Criss-Cross Directory
Attn: Director of Data Processing
8050 Freedom Avenue, NW
North Canton, OH 44720

ADVO Inc.

List Services
P.O. Box 4196
Hartford, CT 06147

Hart Hanks Direct Marketing

List Maintenance
100 Alco Place
Baltimore, MD 21227-2090

National Demographics & Lifestyle

List Order Services
1621 18th St., Suite 300
Denver, CO 80202-1294

Database America

Attn: Opt-Outs
470 Chestnut Ridge Road
Woodcliff Lake, NJ 07677-7604

For Businesses:

Dun & Bradstreet
Customer Service
899 Eaton Avenue
Bethlehem, PA 18025

American Business Information, Inc.

Attn: Product Quality
P.O. Box 27347
Omaha, NE 68127

YOUR POST CARD COULD LOOK LIKE THIS . . .

12/2001

Dear Casual Clothing Company,

Please remove my name from your mailing list.
DO NOT rent, trade or sell my name. Thank you.

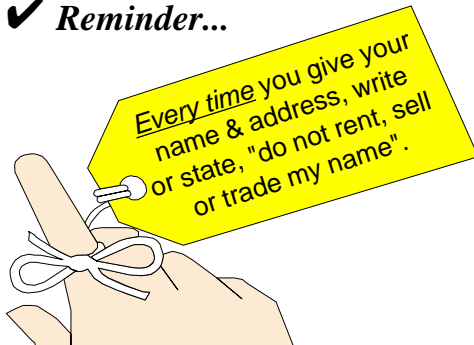
Jennifer Izumu
51 Trading Post Way
P.O. Box 147
Anywhere, USA 01234

Other spellings of my name:
Jen Izuma
Jenny Zuma

*Keep a list so you'll
know where you've
sent your cards!*

The Post Office requires a 3-1/2" x 5" card made from postcard thickness paper.

✓ *Reminder...*



✓ *Call these numbers and request that they remove you from their mailing lists.*

The National Opt-Out Center

(888) 5OPT-OUT (888) 567-8688

Val Pak Coupons

(800) 797-1896

The Polk Company

(800) 464-7655

Request the "Opt-Out" line

Publisher's Clearinghouse

(800) 645-9242

✓ *Register with these websites and remove yourself from mailing lists.*

The Center for a New American Dream

www.newdream.org

Junk Busters

www.junkbusters.com

Direct Marketing Association--Consumer Help

www.the-dma.org

Some material adapted with permission from Eisenson et al., *Do Your Part for the Environment--Stop Junk Mail Forever*, 1994 (Second Edition.) Copies available from Good Advice Press, Box 78, Elizaville, NY 12523 (845) 758-1400

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