



Information you should know when doing a direct mail or e-mail campaign.

Always test a small quantity (5,000 to 10,000 records) before you roll-out. With all the variables involved (e.g. type of offer, quality of the creative, timing of mail drop, and the like), the only way to know how a particular list will perform in your situation is to test it first.

List owners do not guarantee:

- To pay for postage and/or printing on non deliverables (nixies).
- The response rate of a list.

Lists are normally rented (not purchased outright) for one-time use only. However, unlimited use for one year is available for most lists, generally at 2 to 3 times the one time use cost.

Mail pieces typically have to be approved by the list owner. This clearance process may take a few days.

Prepayment or a signed list rental agreement may be required before you can obtain the list.

Lists are typically priced on a per thousand (\$/M) basis with a Base charge, Selection charges (e.g.. age, income, specific geography, etc.) and output charges (e.g.. Magnetic tape, diskette or labels).

Typically the minimum order for a list is 10,000 records.

There will be undeliverable addresses. Most compiled lists will have a 90% to 95% deliver ability.

For best delivery and postage rates by the Post Office have a qualified service bureau perform an address correction and CASS certification. If mailing First Class have a Fast Forward performed on any file not NCOA'd in the last 6 months .

Representative

Customer