

INSTRUCTIONS FOR GETTING OFF MAILING LIST

CONSUMERS MUST REGISTER WITH MPS DIRECTLY; SECOND-PARTY REQUESTS AND BULK REQUESTS CANNOT BE PROCESSED.

To receive less commercial advertising mail, you can register for the DMA'S Mail Preference Service (MPS). DMA does not provide marketers with consumer mailing lists or do consumer mailings. Rather, the Mail Preference Service is available to companies for the sole purpose of removing your name and address from their mailing lists. This service does not apply to mail sent to your business address, or to "resident/occupant" mail.

When you register with MPS, your name and address are placed on a "do-not-mail" file, which is updated monthly and distributed four times a year.

HOW TO REGISTER

You have 2 ways to register- Fill out Registration form and mail to the DMA (\$1.00) or register online (FREE). You have 3 options for stopping mail for individuals

- 1) Stop mail to yourself – complete the information page on getting started page
- 2) Stop mail to a deceased person – complete the "Deceased Do Not Contact List
- 3) Stop mail to a dependent in your care – complete the "Do Not Contact for Caregivers List"

1) Mail-in Option (\$1.00 Charge / paid by check to the DMA

Form is available online at www.dmachoice.org

Send completed form to:

DMACHoice
Direct Marketing Association
PO Box 643
Carmel, NY 10512

2) Complete Online Option

Go To www.dmachoice.org

For more information:

www.dmachoice.org

(click on "Get Started")