



## [DMAChoice](#) - Save Money by Doing the Right Thing

DMAChoice™ is an online tool developed by the Direct Marketing Association to help consumers manage their mail. It is part of a larger program designed to respond to consumers' concerns over the amount of mail they receive, and it is the evolution of the DMA's Mail Preference Service, which was created in 1971.

### **START MAILING SMARTER TODAY!**

Direct marketing is at a crucial stage. State legislation aimed at restricting marketers' access to potential customers is on the rise at an alarming rate. Direct marketers **must respond now** to consumer requests for choice in how much mail they receive.

DMAChoice is an effective means of purging your mailing lists of consumers who want to receive less advertising mail at home. If you are not already a subscriber, you should be. Using DMAChoice can be the single most important contribution your company or organization can make to preserve the information access that is the foundation of successful direct marketing. Use of this file for prospects is a condition of Direct Marketing Association membership and is required as part of the DMA's **Commitment to Consumer Choice**. In addition, mailing smarter is one of DMA's **Green 15** Environmental Resolutions.

### **WHY USE DMAChoice?**

- You save valuable marketing dollars; unresponsive consumers are costly and resentful.
- Subscribing is good government relations.
- Subscribing to the leading mail preference service is smart customer relations.

## How Does It Work?

DMAChoice is a residential file of consumers who do not wish to receive promotional mail at home. Individuals register with [DMAChoice](#) online (at no charge) at **[www.DMAChoice.org](http://www.DMAChoice.org)** or by sending their name and home address (along with a \$1 processing fee) to the Direct Marketing Association. Consumers learn about the availability of the service through federal, state, and local government and other consumer protection agencies and print and broadcast advertising. The individual's name and address remains on the file for 5 years.

For purposes of [DMAChoice](#), direct mail is currently divided into four categories: Credit Offers, Catalogs, Magazine Offers, and Other Mail Offers (which includes nonprofit mailings). (Consumers wanting removal from pre-screened credit offers are referred directly to the credit bureaus' opt-out service.) Consumers can request name-removal from an entire category at once, or from all three of the managed categories. (In the future, DMA will most likely offer additional categorical choices for consumers.)

Once you become a subscriber to [DMA's mail preference service file](#), each month you will receive the full consumer opt-out file and the monthly updates. The full file is a complete list of all consumers who have registered with the service in the past 5 years and it replaces all previous files. The monthly updates include all consumers registering during the previous month (additions). Deletions are recorded on the full file only.

## USING THE FILE

Match up the DMAChoice MPS File against all prospect lists you use, as well as your house list when it is rented out. You need only remove the names checked with the category relevant to your business. For instance, if you are a magazine publisher, you only need to remove the consumers who indicated the “publisher” category.

## TO ORDER THE MPS FILE

Contact Ken Ebeling at [kebeling@the-dma.org](mailto:kebeling@the-dma.org) or download the [Subscription Agreement](#) fill-in the order forms and return with your payment. Allow 10 days for processing mail in orders. All files are shipped within the USA at no extra charge.

The subscription fee covers a 12-month subscription year and includes both the full opt-out file and monthly updates. You will receive a renewal notice at the end of your subscription period.

## DMAChoice MPS File Pricing

### ANNUAL SUBSCRIPTION

**Mailers / End Users** – Flat fee of \$2,500 for DMA members, \$5,000 for non-DMA members.

**Service Providers** - A tiered pricing structure with a floor of \$2,500 and a ceiling of \$25,000 for DMA Members, based upon the volume of names the service organization processes against the DMAChoice MPS File.

### Service Provider Annual Subscription Pricing Model

Records Processed against the <u>DMAChoice MPS Files</u> (Yearly Estimate)	DMA Members	Non-DMA Members
0 to 50 million	\$ 2,500	\$ 5,000
50 million to 100 million	\$ 5,000	\$10,000
100 million to 500 million	\$10,000	\$20,000
500 million to 1 billion	\$15,000	\$30,000
1 billion to 5 billion	\$20,000	\$40,000
Over 5 billion	\$25,000	\$50,000

### How to subscribe to DMAChoice:

- Contact Ken Ebeling at 212-790-1554 or [kebeling@the-dma.org](mailto:kebeling@the-dma.org)
- Download and mail your [Subscription Agreement](#) with payment
- [Renew Now](#)