

DEMAND FOR REMOVAL FORM

DIRECT MARKETING ASSOCIATION ("DMA") MAIL PREFERENCE SERVICE

To reduce the amount of unsolicited national advertising mail you receive at home, complete this form and mail it with a \$1.00 check or money order, payable to the Direct Marketing Association, to the following address. Processing by mail takes longer than online registration.

**Mail Preference Service
Direct Marketing Association
P.O. Box 282
Carmel, NY 10512**

Keep a copy of the form for your records.

You may also register online by accessing the DMA's website at: www.the-dma.org. There is a \$1.00 fee, payable by credit card, which verifies your registration and helps to protect the DMA's system from fraud. DMA uses secure payment transaction processing to protect your credit card information. Registering online is the fastest way to see results.

Date: _____ [Fill date in for your records. Send letter every five years.]

I want to immediately reduce the amount of junk mail I receive,
PLEASE REGISTER MY NAME WITH THE DMA MAIL PREFERENCE SERVICE.

According to the DMA, the mail preference service is available to companies for the sole purpose of removing your name and home address from their mailing lists. After several months, you will begin to receive less advertising mail from national marketers such as credit cards, sweepstakes and magazine subscription offers, and catalogs. Local businesses and organizations usually do not use this program. You will continue to receive mail from companies with which you already do business. Not all companies use the DMA's mail preference service to purge their mailing lists, therefore, you may continue to receive some companies' promotions. In this instance, contact the company directly and ask to be placed on the company's do-not-mail file.

NAME: _____

STREET: _____ **APT #** _____

CITY: _____

STATE: _____ **ZIP CODE:** _____

SIGNATURE: _____

If there is a problem with my registration, please contact me in writing at the address provided above.

PLEASE DO NOT SEND THIS FORM TO THE ATTORNEY GENERAL'S OFFICE.