DMA
Direct Marketing Association

DMAchoice
Registration Form for Mailing Preferences

If you want to reduce the amount of unsolicited national advertising mail you receive **at home**, you may register with DMAchoice™ by mailing this form to the address below. Please include $1 for each completed form — check or money order payable to the DMA. Please **do not send cash**.

DMAchoice
Direct Marketing Association
PO Box 643
Carmel, NY 10512

Please allow 60 – 90 days after registration to begin receiving less mail. Your name and address will remain on DMAchoice for three years.

This form allows you to enter up to three individuals at the same address (or three variations of your name at the same address). For separate addresses, please use separate forms.

Primary Name First: _____ Last: _____

Secondary Names First: _____ Last: _____

First: _____ Last: _____

Address: Street: _____

City/State/Zip code: _____

DMA provides the DMAchoice file to national commercial and nonprofit organizations for the purpose of removing your name and home address from their mailing lists. (This service does not apply to advertising mail sent to a business address.) You will continue to receive mail from those organizations with which you already do business. Please note that not all organizations use DMAchoice; therefore, you may continue to receive some mailings, including from local organizations and political organizations.

Signature: _____

Email address: _____

Providing your email address will allow us to contact you when your three-year registration period expires.

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