

## Direct Marketing Association Letter Instructions

By filling out and mailing the letter to the Direct Marketing Association (DMA) you will cut down on about 75 percent of junk mail you currently receive. Most, but not all, of the direct mailing companies belong to DMA. Each quarter they review names and addresses on their "Delete List." Thus you can expect to wait four or five months for your junk mail to lessen.

Fill in the grid provided with the names of everyone who receives or used to receive mail at your place. Also list the common misspellings of your names found on mail. Your request is good for five years. Then you must send in a new letter.



Date: \_\_\_\_\_

Director of List Maintenance  
ADVO Systems  
239 West Service  
Hartford, CT 06120-1280

Dear Madam or Sir:

Please delete this address from your mailing lists.

\_\_\_\_\_  
(Street address)

\_\_\_\_\_  
(City, state and zip code)

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Date: \_\_\_\_\_

Val-Pak Coupons  
Database Operations  
416 South Bell  
Ames, Iowa 50010

Dear Madam or Sir:

Please delete this address from your mailing lists.

\_\_\_\_\_  
(Street address)

\_\_\_\_\_  
(City, state and zip code)