

Your name and address are added to mailing lists every time you buy something online or over the phone, enter a contest, make a donation, subscribe to a magazine, send in a warranty card, or provide your information on a web site. Mailing lists might be rented, sold, or traded to other companies. This amounts to our mailboxes being overwhelmed with unwanted mail.

In order to minimize the amount of unwanted mail, consider responding directly to senders requesting that your name and address be removed from mailing lists to reduce the amount of marketing material you receive. In this brochure you will find suggestions on how to respond, prevent, and reduce unwanted mail.

Step 1: RESPOND

Don't just toss or recycle your unwanted mail, check it and separate it into two categories:

UNWANTED

Almost every advertisement comes with a free, postage-paid reply card or blank order forms that already have your name on them. With a big, bold pen, write this message where they can't miss it:

"Take my name off your mailing list."

WANTED

On the reply card or order form, write:

"Keep my name on your mailing list, but don't rent it"

If you get duplicates, send all the mailing labels together with:

"Stop duplicates and merge these labels."

Send these back in the mailer's postage-paid envelope. You may have to put a stamp on a few,

but it's worth it to keep the excess mail out of your mailbox.

In some cases, you can call the sender's toll-free number to make the request.

It takes 6 to 8 weeks for the mail to stop, so keep a list of the senders you've contacted. Monitor your progress by checking fresh mail against this list.

EACH HOUSEHOLD IN THE
U.S. RECEIVES 1.5 TREES
WORTH OF PAPER EACH YEAR

Step 2: PREVENT

Whenever you give out your name and address to a publication, store or organization, you are providing information that can be used to solicit you to purchase additional products or services. You could be added to new mailing lists unless you tell them otherwise. Sometimes, there is a *"no name rental"* box to check on their order form, but usually, you have to state it each time you give it to a new organization.

Step 3: REDUCE and RECYCLE

In order to reduce unwanted mail, consider opting out of direct mail marketing lists. Below you will find a couple of suggestions.

To Opt-Out of offers of credit or insurance from lists supplied by Equifax, Experian, Innovis and TransUnion, visit www.donotmail.org.

To opt-out of direct mail marketing from many national companies, you can visit www.dmachoice.org for additional information.

To do a really thorough job, send a postcard to other major mailing companies and request that your name(s) be removed from their mailing lists:

- Advo Inc.
Director of List Maintenance
One Targeting Centre
Windsor, CT 06095
888-241-6760
www.advo.com
- American Direct Mail Partners
908 N Hollywood Way
Burbank, CA 91505
888-800-1001
www.admonline.com
- The D&B Corporation
103 JFK Parkway,
Short Hills, NJ 07078
800-234-3867
www.dnb.com
- Harte Hanks Direct Marketing
List Maintenance
100 Alco Place
Baltimore MD 21227-2090
800-456-9748
www.harte-hanks.com
- Direct Media, Inc.
Consumer List Management
200 Pemberwick Road
Greenwich CT 06830
203-532-1000
www.directmedia.com

To block your credit information from credit card companies seeking to pre-approve you for a card, contact the following credit bureaus:

- Experian
Attn: Customer Care
PO Box 19729
Irvine, CA 92623
888-888-8553
www.experian.com
- Equifax Inc.
1550 Peachtree Street
Atlanta GA 30309
800-685-1111
www.equifax.com
- TransUnion LLC
Name Removal Option
Post Office Box 97328
Jackson MS 39288-7328
800-916-8800
www.transunion.com
- Innovis
250 E. Town St.
Columbus, Ohio 43215
800-540-2505
www.innovis.com

Did you know?

28 BILLION GALLONS OF WATER
GO INTO THE PRODUCTION OF
UNWANTED MAIL IN THE
UNITED STATES ANNUALLY

100 MILLION TREES ARE CUT
DOWN EACH YEAR TO CREATE
THE APPROXIMATELY 4.5
MILLION TONS OF UNWANTED
MAIL IN THE UNITED STATES

Recycle unwanted mail with your mixed paper. Shred any paper with your personal information and add shredded paper to your mixed paper wheeled cart or place in a paper bag with other types of mixed paper.

**Make a difference by reducing the
amount of unwanted mail sent to your
mailbox!**

Montgomery County, Maryland
Division of Solid Waste Services

Phone: 240-777-6400

Fax: 240-777-6465

TTY: 240-777-6442

recycle@montgomerycountymd.gov
www.montgomerycountymd.gov/recycling

This Information is available in an alternate format
by calling 240-777-6400.

Guide to Reducing Unwanted Mail



Steps:

1. **RESPOND**
2. **PREVENT**
3. **REDUCE and
RECYCLE**



Printed on recycled and recyclable paper.