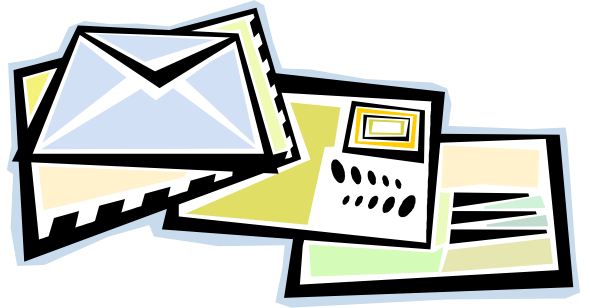


How to Reduce Junk Mail

The average American household receives more than 500 pieces of advertising mail each year, a significant part of which is unwanted "junk" mail. Recycling junk mail is a good start, but take it one step further-- do your part to reduce the flow of junk mail. Not only will you be reducing the amount of unwanted advertising mail which is sent to your residence, but also, by reducing one source of paper waste, junk mail, you help to conserve natural resources and save landfill space.



Don't Let Your Name Become a Commodity!

Every time you enter a contest, make a donation or a purchase, join a store "buyer's club," order a product by mail, subscribe to a magazine, or send in a warranty card, your name and address may be placed on a mailing list. Then the mailing list may be rented, sold or traded.

To limit your mail to those items you look forward to receiving, write "Please do not rent or sell my name" or "No mailing lists" next to your name. Also consider not sending in the warranty card for a new product - it's usually not required.

Contact Companies and Organizations Directly

To stop receiving mail from specific sources, call the customer service number (often a toll-free number) of the organization or business. Request that your name be removed from their mailing list. You can also make your request via e-mail, from the company's website. Or, send in a written request. If you use your own postcards, make sure they are at least 3 1/2 by 5 inches and on postcard-thickness paper. Since the mailing label will help the company identify how you are listed in its files, have the label handy when you call, or tape it to the postcard if you make a written request. Sign and date your request.

Get off National Lists

Write to the Direct Marketing Association's Mail Preference Service. It works only for national, not local mail, and only for residential addresses, not businesses. Send your name, address (in every variation shown on the junk mail), and request to:

Mail Preference Service
Direct Marketing Association
PO Box 9008
Farmingdale, NY 11735-9008

For more information on the Mail Preference Service, see the DMA web page at: <http://www.the-dma.org/consumers/offmailinglist.html> (Note: To register for the Mail Preference Service from the DMA website you must pay a \$5 processing fee; However, if you mail in your request your registration is free.)



Get Off Other National Mailing Lists

Most or all of the mailing list companies listed below subscribe to the Mail Preference Service. However, you may wish to contact these companies directly.

ADVO, Inc.
Consumer Assistance
PO Box 249
Windsor, CT 06095

Donnelley Marketing
Data Base Operations
416 South Bell, Ames, IA 50010

Experian
1-800-228-4571, extension 4633

Equifax Co.
1-800-873-7655

Get off Lists for Credit Offers

Under a new federal law that took effect September, 1997, you can call a toll-free number to have your name removed from mailing lists used for credit offers. The toll-free number is operated by the major national credit bureaus, and works 24 hours a day:

1-888-5-OPT-OUT, or 1-888-567-8688

Calling this number should virtually eliminate pre-approved credit offers, and may also cut down on unsolicited insurance offers. When you call the number, you can have your name removed from these credit bureau lists for two years. Or you may request to have your name taken off these lists permanently, in which case you will be sent a form that you must send back in.

The recording will ask for your full name, address, telephone number and social security number (the credit bureaus, which already have access to people's social security numbers, say that they ask for the numbers to confirm the requests). When given options, press 3 to have your name removed permanently (if you press 1, your name will be removed for just two years).

Reduce Unwanted Mail At Work

Different strategies may be needed to reduce unwanted mail coming to your business or workplace (for example, the Mail Preference Service cannot be used for business addresses). For great ideas on how to deal with this problem, see the National Waste Prevention Coalition's "Reduce Business Junk Mail" website at: <http://www.metrokc.gov/nwpc>.

** This factsheet was adapted from King County Solid Waste Division's "How to Reduce Junk Mail" web page.