

## STOP JUNK MAIL KIT



It's good to recycle  
your junk mail.  
It's even better to  
stop getting it.



[www.StopJunkMail.org](http://www.StopJunkMail.org)



### Tired of dealing with junk mail?

Catalogs, credit card offers, and coupons for things you don't want or need—wouldn't you be happy if you never saw junk mail again?

This **Stop Junk Mail Kit** makes it easy to reduce your junk mail. The simple format and pre-addressed post-cards help you get the job done.

Reducing junk mail gets clutter out of your mailbox, frees up your time, and helps protect the environment. It takes 17 trees to make a ton of paper. That means nearly 100 million trees get used for junk mail every year in the U.S. Let's keep the trees in the forest, and get the junk mail out of your life.

For more information on reducing junk mail and other waste reduction ideas go online to [www.StopJunkMail.org](http://www.StopJunkMail.org).

# FIVE EASY WAYS TO REDUCE JUNK MAIL

## 1

**Fill out and mail the forms attached (on next page). Be sure to list all variations of your name.**

For example:    *John Doe*            *John T. Doe*  
*Johnny Doe*        *J. Doe*                    *Jonathan Doe*

## 2

**Call, write or go online to the following companies and request your name be taken off their list:**

**Direct Mail:** The Direct Marketing Association (DMA) is the single largest provider of direct mail lists. They charge a \$1 fee if you send your request by mail or you can submit through the online form.

DMA Mail Preference Service  
P O Box 643  
Carmel, NY 10512  
Online form: [www.dmachoice.com](http://www.dmachoice.com)

**Credit Card Offers:** You do not need to provide your Social Security number. Stay on the line and they will process your request without your Social Security number.

Equifax/Trans Union/Novus/Experian  
1-888-567-8688

**Sweepstakes:**

Publishers Clearinghouse: 1-800-645-9242

**Shopping Flyers:** (see attached postcards)

ValPak Coupons: 1-800-237-6266  
Advo/Valassis 1-888-241-6760 or  
[www.advo.com/consumersupport](http://www.advo.com/consumersupport)  
Harte Hanks Direct Marketing  
1-800-422-4116 or  
[www.pennysaverusa.com/contactus](http://www.pennysaverusa.com/contactus)

## 3

**Catalogs:** Remove your name from specific catalog lists for free by visiting [CatalogChoice.org](http://CatalogChoice.org).

You can also contact the catalog and tell them you want your name taken off their list.

Call the number on the catalog or write a letter (see example below). It is easier for the organization to remove your name if they have the exact copy of your address label; cut or peel it off and glue or tape it to the bottom of your letter.

*Sample catalog letter:*

Date:

*I want to reduce the amount of unsolicited mail I receive. Please remove my name and address from your mailing list as listed below:*

Name

Your address

Your city

Your state and zip code

Thank you.

Your signature

*(tape or paste label from catalog or magazine here.)*

You may download a copy of this sample letter by going to [www.StopJunkMail.org](http://www.StopJunkMail.org).

## 4

**“DO NOT SELL MY NAME”**

**When you buy from catalogs over the phone or online, make sure to let the company know you don't want them to sell your name or send promotional materials.**

## TWO WAYS THAT WON'T WORK

**Refusing unsolicited mail.**

Writing “Return to Sender” or “Refusal” on unsolicited mail and placing it in your mailbox only results in the U.S. Postal Service discarding it, since third class bulk mail will not be forwarded.

**Returning junk mail postage due.**

Trying to get the attention of a company by returning your accumulated junk mail in an envelope with insufficient postage does not work.

## 5

**Contact your service providers such as insurance, bank, wireless provider, etc. and ask them not to send you promotional material.**

Most people notice a difference in about three months. Be patient, removal of your name can take up to a year.

For more information on reducing junk mail and other waste go online to [www.StopJunkMail.org](http://www.StopJunkMail.org).

Complete and return this form to:  
**Valassis Direct Mail, Inc,** Consumer Assistance  
P. O. Box 249, Windsor, CT 06095

**Please remove my name and address from your mailing list.**

I want to reduce the amount of unsolicited mail I receive.

*(Include all variations of your name.)*

---

NAME

---

NAME

---

NAME

---

ADDRESS

---

CITY

STATE

ZIP

---

SIGNATURE

DATE

---

Complete and return this form to:  
**Harte Hanks Direct Marketing,** Attn: Consumer Preferences  
C/O Pennysaver, 2830 Orbiter Street, Brea, CA 92821

**Please remove my name and address from your mailing list.**

I want to reduce the amount of unsolicited mail I receive.

*(Include all variations of your name.)*

---

NAME

---

NAME

---

NAME

---

ADDRESS

---

CITY

STATE

ZIP

---

SIGNATURE

DATE