

## SERVICES & RESOURCES

### Services

**Direct Marketing Association**  
[www.dmaconsumers.org/cgi/offmailinglist](http://www.dmaconsumers.org/cgi/offmailinglist)

**Innovis – Credit Card Offers**  
1-888-5-OPT-OUT (1-888-567-8688)  
[www.optoutprescreen.com](http://www.optoutprescreen.com)

**Abacus – Catalogs, Mail Orders, and Magazines**

Email: [abacusoptout@epsilon.com](mailto:abacusoptout@epsilon.com)

Mail:

Abacus, Inc  
PO Box 1478  
Broomfield, CO 80038

**American Express**  
(800) 297-8378

**Val-Pak Coupons**  
(800) 661-0959

**Publisher's Clearinghouse**  
(800) 645-9242

**Equifax Credit Information Services, Inc**  
PO Box 740241  
Atlanta, GA 30374

**Experian Marketing Solutions**  
Online Privacy Team  
475 Anton Blvd  
Costa Mesa, CA 92626  
(800) 407-1088

**TransUnion**  
TransUnion Name Removal Option  
PO Box 97328  
Jackson, MS 39288  
(888) 567-8688

### Resources

**Minnesota Waste Wise**  
(651) 292-4650  
<http://www.mnwastewise.org>

**New American Dream**  
[www.newdream.org/junkmail/facts.php](http://www.newdream.org/junkmail/facts.php)

**DoNotMail.org**  
[www.donotmail.org](http://www.donotmail.org)

## JUNK MAIL

### JUNK MAIL MANAGEMENT – REDUCE AND RECYCLE

44% of all junk mail is thrown in the trash, unopened and unread. An average American wastes about 70 hours a year dealing with junk mail. Dealing with junk mail wastes time and money for businesses. Your business can reduce unwanted mail following the below easy steps.

### HOW TO REDUCE JUNK MAIL

- Stop junk mail before it starts
  - Do not fill out manufacturer warranty cards
  - Watch out for contests and free offers
  - Write, "Do not sell, rent, or trade my name and address" when filling out a form, making a donation, or sending in a credit card application
- Contact the Direct Marketing Association
  - Register online at [www.dmaconsumers.org/cgi/offmailinglist](http://www.dmaconsumers.org/cgi/offmailinglist)
- Opt-out of Credit Card Services
  - 1-888-5-OPT-OUT (1-888-567-8688)
  - [www.optoutprescreen.com](http://www.optoutprescreen.com)
- Flyers and Advertising Supplements
  - Look for a mailing label on an accompanied postcard or directly on the flyer; or look for a phone number printed on the edge of the flyer
  - Contact the company and indicate to remove your name and address of the mailing list. If making a written request, send a copy of the mailing label on the flyer. There may be an option to remove your name and address on a website. Allow for 4-8 weeks for you name to be removed from the mailing list
- Catalogs, Mail Orders, and Magazines
  - Opt-out of the Abacus database by
    - Email: [abacusoptout@epsilon.com](mailto:abacusoptout@epsilon.com)
    - By Mail: Abacus, Inc  
PO Box 1478  
Broomfield, CO 80038
  - You'll need your name, middle initial, your current address, and if moved recently, you previous address
- Return Unwanted Mail
  - Write, "take me off your mailing list" on a page listing your address and send it back in the prepaid envelope
  - Mail attached postcards to the sender from their mailing list
- Inform magazines during subscription that you do not want your name and address to be sold to others

### FACTS & FIGURES

- In 2005, 5.8 million tons of catalogs and other direct mailings ended up in the U.S. municipal solid waste stream – enough to fill over 450,000 garbage trucks. Less than 36% was recycled (US EPA)
- Junk mail in the U.S. accounts for 1/3 of all the mail delivered in the world (DoNotMail.org)
- More than 100 million trees' worth of bulk mail arrive in American mail boxes each year – that's the equivalent of deforesting the entire Rocky Mountain National Park every four months (New American Dream)

**Please do not forget to recycle your junk mail.**