



DIRECT MARKETING SERVICES

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List Rental Information

Types of Lists

At Dasher, we use the latest technology that the compiled list industry has to offer. We're not a list ordering site, but rather, a partner and resource for our clients to help guide them in list selection criteria. We have a depth of experience with data sources to provide our clients with recommendations for optimal results in list selection and development.

- **Business** - We offer up-to-date business lists from all the major databases. Business mailing lists can be selected by SIC code, gross sales volume, number of employees, President/CEO and owner name, telephone numbers and more.
- **Consumer** - Our consumer lists are comprised of more than 150,000,000 individuals. Consumer mailing lists can be selected by age, gender, income, dwelling unit type, length of residence, hobbies and other specialty selections.
- **New Homeowners** - A new homeowner buys more products and services in the first 6 months than an established resident will purchase in 5 years. Our list is segmented to provide valuable information to help you develop your new client database.
- **Resident/Occupant** - Our list consists of more than 100,000,000 households across the nation. An excellent choice for saturation mailings, this list allows you to select addresses in a zip code, specific mail delivery routes or within a certain radius of your location. This list can have the first line changed to your specifications. (EX: Our neighbors at).
- **Specialty** - We offer specialty lists, targeted to unique professional groups such as physicians, nurses, dentists, teacher, etc. We can also provide lists of individuals with special interests and hobbies like golf, hunting, riding, and more. Often, specialty lists will require a sample of the mail piece to be approved by the data source prior to the list being compiled. This is particularly true with subscription lists.

Telemarketing Information

Consumer telephone numbers are not available unless one is registered with The National Do Not Call Registry. The Registry applies to any plan, program, or campaign to sell goods or services through interstate phone calls. This includes telemarketers who solicit consumers, often on behalf of third party sellers. It also includes sellers who provide, offer to provide, or arrange to provide goods or services to consumers in exchange for payment. Telemarketers from certain states must not only register for access to the DNC list (or show exemption) but they also need to present proof that they are a licensed telemarketer in those states.

Exemptions:

- Charities
- Political organizations
- Organizations conducting surveys (Consult for details)
- Existing business relationships
 - 18 months from transaction date
 - 3 months from application or inquiry date
- Express written authorization (signature and phone number)

Non-Compliance with the law can lead to:

- Federal penalties
- State penalties
- Bad publicity
- Civil Lawsuits

To obtain a DNC registration number:

Go to <https://telemarketing.donotcall.gov/> to subscribe and pay.

Additional information on registration, definitions, timelines, etc. is available on the Website <https://telemarketing.donotcall.gov/> under the **More Information** option.

General Information

Lists cannot be returned or exchanged after an order is placed and acknowledged.

List orders must be PAID IN FULL at the time the order is placed. Mailing lists are nonrefundable.

Lists are supplied for one-time use, unless multiple-use is agreed upon in writing before the acceptance of the order. Multiple-use is defined as unlimited use for 1 year from the date of compilation.

Mailing lists are seeded to detect unauthorized duplication or use. Such unauthorized use of lists may be subject to billing, damages, and possible prosecution.

No mailing list can be 100% accurate. We live in a highly mobile society and technology does not always keep up with people. About 20% of the residential population moves and about 20% of businesses close each year. Although 14% of residents file their change of address information with the USPS, matches and updates cannot be made unless there is an exact name and address match.

The longer the time between pulling a count and actually compiling the list, the more likely it is for the count to change. These changes result from the regular updates to the data sources.

It is important to remember that certain populations are more difficult to reach than others. Young professionals and college students move very frequently and are less likely to file change of address information.

ADDRESS DELIVERABILITY: Dasher guarantees a 90% rate of deliverability for the address only. We will refund the current minimum Standard Class postage for any undeliverable mail in excess of 10%, which is returned to us within 60 days of receipt of the list.

WARRANTY: Dasher, Inc. warrants that any lists rented will be as current, accurate, and complete as may be achieved using the source data and compilation methods normally employed in the industry. However, we shall not be liable for any damages or loss sustained through list purchase or use. Nor shall we be liable for any special or consequential damages and in no event shall our liability exceed the cost of the list.