

DIRECT MAIL LIST RENTALS

PSDA maintains an extensive database of contacts that may be rented to promote your company and reach a new prospect base.

Our database is comprised of active industry executives who are members of PSDA; who actively participate in association and industry events, tradeshow and conferences; who participate in online training and education; and who subscribe to PSDA publications. To allow for targeted marketing, PSDA offers rental opportunities based on business type, membership status, and region.

Business Types:	Print Distributors, Trade Printers, Suppliers
Membership Classifications:	PSDA Members, PSDA Resigned Members, Non-Members
Regions:	<p>REGION 1, NORTHEAST – Eastern Canada, CT, MA, ME, NH, RI, VT, Northern NJ (ZIP codes 070-079, 088-089), Eastern NY (ZIP codes 129 & below)</p> <p>REGION 2, MIDEAST – Washington DC, DE, MD, VA, Southern NJ (ZIP codes 080-087), Eastern PA (ZIP codes 169 & above)</p> <p>REGION 3, SOUTHEAST – AL, FL, GA, MS, NC, SC, TN, the Bahamas, Puerto Rico, Virgin Islands, Bermuda</p> <p>REGION 4, SOUTH CENTRAL – AR, CO, LA, NM, OK, TX</p> <p>REGION 5, SOUTHWEST – AZ, Southern CA (ZIP codes 900-937), HI, UT, Southern NV (ZIP codes 890-891)</p> <p>REGION 6, NORTHWEST – Northern CA (ZIP codes 938-960), ID, MT, OR, WA, WY, AK, Western Canada, Northern NV (ZIP codes 893-897)</p> <p>REGION 7, NORTH CENTRAL – IA, IL, MN, MO, ND, NE, SD, WI, KS, Northern IN (ZIP codes 463-469)</p> <p>REGION 8, MID-CENTRAL – Southern IN (ZIP codes 460-462, 470-479), KY, MI, OH, WV, Western PA (ZIP codes 168 & below), Western NY (ZIP codes 130 & above)</p>

All direct mail lists are available to companies for a one-time use.* Companies renting a PSDA list must sign a mailing list rental contract and send a sample of the intended mailing to PSDA for approval when placing all orders.

Fees:

CATEGORY	MEMBER PRICE	NON-MEMBER PRICE
PSDA Print Distributor Members	\$400	\$700
PSDA Print Distributor Prospects	\$1,250	\$2,450
PSDA Print Distributor Members & Prospects	\$1,550	\$3,050
PSDA Distributor Members by Region	\$175/region	\$275/region
Distributor Prospects by Region	\$325/region	\$425/region
Distributor Members by Sales Volume*	\$300/sales volume	\$550/sales volume
PSDA Trade Printer Members	\$450	\$750

For a list of available sales volume ranges, please contact us at 800.336.4641 or visit our website at www.psd.org.

*Email addresses and phone numbers are not included on Direct Mail lists. Should you be interested in purchasing an email blast, please visit the PSDA web site or phone 800.336.4641 for more information.

To place an order, please complete the accompanying order form and rental agreement and fax to the PSDA Sales Department at 703.836.9853. If you have any questions, please contact us at 800.336.4641 or email sales@psda.org.



print • services • distribution • association

433 East Monroe Avenue • Alexandria, VA 22301 • 800.336.4641 • 703.836.6232 • Fax: 703.836.2241 • www.psd.org



MAILING LIST RENTAL CONTRACT

Faxed completed contract to PSDA Sales Department at 703.836.9853 or scan and email to sales@psda.org.

RENTER NAME			
COMPANY NAME ("LICENSEE")			
ADDRESS	CITY	STATE	ZIP
TELEPHONE NUMBER		EMAIL ADDRESS	

Print Services & Distribution Association Direct Mail List License Agreement

The Licensee has requested a license to use the Print Service & Distribution Association's (known as PSDA here after) proprietary mailing list of names and addresses of PSDA members (the "Mailing List") for limited purposes pursuant to the terms of this Letter Agreement, and PSDA is willing to grant such license. Intending to be legally bound, Licensee and PSDA agree as follows:

- Any Mailing List furnished and licensed pursuant to this Agreement, whether in hard copy or electronic format, ("Licensed List") shall be the subject of a PSDA-supplied "Order Form" which shall be submitted to PSDA by Licensee and shall not be effective until accepted by PSDA in its sole discretion. In the event Licensee makes subsequent requests for Licensed Lists, each must be the subject of a separate Order Form. PSDA may at any time and for any reason deny a request by Licensee for a Mailing List. Each request, if accepted by PSDA, constitutes a separate license and shall be attached to and made a part of this agreement.
- PSDA hereby grants Licensee a limited personal, nontransferable, nonexclusive license to use the Licensed List for a single, one time mailing which is germane to the interests of PSDA members and which does not, in the sole opinion of PSDA, tend to mislead, misinform or deceive or which may be distasteful in content or presentation. Licensee's mailing pursuant to this license must be completed within six (6) months from PSDA's sending of the Licensed List to Licensee or such license shall automatically expire.
- Prior to use of the Licensed List, Licensee shall provide PSDA with a statement of purpose and sample materials that will be mailed using the Licensed List ("Mailing Materials"). PSDA, in its sole discretion, may decline to approve any part of or all of such matter for mailing.
- This mailing list is for direct mail purposes only. Licensee agrees that it will not use the Mailing List in mailing periodicals, soliciting franchises, or mailing surveys. Telemarketing to the persons on this list is EXPRESSLY PROHIBITED unless approved by PSDA.
- Licensee shall: (a) not copy or otherwise reproduce the Licensed List; and (b) not at any time assign or otherwise permit the Licensed List to pass into the hands of any other party, except an independent agent acting for the Licensee pursuant to this Agreement ("Mail House").
- Any prohibited use by Licensee or agent acting for the Licensee shall constitute a material breach of this Agreement.
- Licensee understands that the confidentiality of the Licensed List and the data contained within the Licensed List is of the utmost importance to PSDA. Licensee agrees that the Licensed List will not be rented, sold, or utilized by a person other than Licensee. Accordingly, the Licensee expressly agrees that it will not disclose or deliver to any person, party, firm, or corporation the Licensed List or the data contained within the list, other than to a Mail House, except as provided for in this Agreement or as expressly authorized by PSDA in writing.
- If there is a violation of this Agreement, damages shall include a minimum of twice the amount of fees paid, in addition to injunctive relief and such other relief as is authorized by law, including reasonable attorney fees, court costs and expenses.
- The fee for each Licensed List is as set forth by PSDA on the applicable Order Form. No cancellations will be accepted by PSDA after the Licensed List has been sent to the Licensee. If the cancellation notice is received prior to printing the Licensed List, there is no cancellation fee. If the cancellation notice is received after printing but before the Licensed List is provided to the Licensee, there is a cancellation fee equivalent to twenty percent (20%) of the total bill.
- PSDA will make every effort, but will not be liable for failure to meet scheduled delivery/ mailing dates or errors in production.
- This Agreement: (a) may not be assigned by Licensee without the written consent of PSDA; (b) shall be binding upon and inure to the benefit of the parties' lawful successors and assigns; and (c) shall be governed by the laws of the Commonwealth of Virginia.
- This Agreement is effective as of the latter of the two dates below and can be terminated at any time by either party.

Signatures below indicate the foregoing is agreed to and accepted.

LICENSEE (LIST RENTER'S COMPANY)	LIST RENTER'S NAME
LIST RENTER'S SIGNATURE	DATE
PSDA AUTHORIZED SIGNATURE OF ACCEPTANCE	DATE



MAILING LIST ORDER FORM

All direct mail lists are available to companies for a one-time use. Companies renting a PSDA list must sign a mailing list rental contract and send a sample of the intended mailing to PSDA for approval when placing all orders. Upon approval, PSDA will email the rented list to the contact name provide below.

NAME			
COMPANY NAME		PSDA MEMBER? <input type="checkbox"/> Yes <input type="checkbox"/> No ID No. _____	
BILLING ADDRESS		CITY	STATE ZIP
TELEPHONE NUMBER	FAX NUMBER	EMAIL ADDRESS	
PAYMENT TYPE <input type="checkbox"/> Check Enclosed <input type="checkbox"/> Visa <input type="checkbox"/> AmEx <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover		TOTAL \$	CREDIT CARD NUMBER EXPIRATION DATE
CARDHOLDER'S NAME		CARDHOLDER'S SIGNATURE	
CATEGORY		MEMBER PRICE	NON-MEMBER PRICE
PSDA Print Distributor Members		\$400	\$700
PSDA Print Distributor Prospects		\$1,250	\$2,450
PSDA Print Distributor Members & Prospects		\$1,550	\$3,050
PSDA Distributor Members by Region — Select region(s) below: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8		\$175/region	\$275/region
Distributor Prospects by Region — Select region(s) below: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8		\$325/region	\$425/region
Distributor Members by Sales Volume — Select all that apply: <input type="checkbox"/> Under \$500,000 <input type="checkbox"/> \$500,001 – \$1,000,000 <input type="checkbox"/> \$1,000,001 – \$2,500,000 <input type="checkbox"/> \$2,500,001 – \$6,000,000 <input type="checkbox"/> \$6,000,001 – \$12,000,000 <input type="checkbox"/> \$12,000,001 – \$24,000,000 <input type="checkbox"/> \$24,000,001 – \$50,000,000 <input type="checkbox"/> \$50,000,001 – \$100,000,000 <input type="checkbox"/> \$100,000,001 – \$200,000,000 <input type="checkbox"/> Over \$200,000,000		\$300/sales volume	\$550/sales volume
PSDA Trade Printer Members		\$450	\$750
			Subtotal
			MI add 6% sales tax VA add 5% sales tax
			TOTAL

Complete this form and return it to:
PSDA Sales Department, 433 East Monroe Avenue, Alexandria, VA 22301 or fax to 703.836.9853.

For more information, visit us online at www.psd.org or phone 800.336.4641.