

# DO YOU HAVE SOMEONE LOOKING OUT FOR YOUR BEST INTERESTS IN WASHINGTON? YOU DO NOW.



AMERICAN CATALOG  
MAILERS ASSOCIATION

## *Your Catalog Advocate*

The American Catalog Mailers Association (ACMA) is the Primary Voice of the Catalog Industry. Our mission is to provide our members with representation on issues that directly concern our immediate and long-term commercial interests such as:

- Postal Rates, Regulations and Technical matters;
- Regulatory and Congressional Relations and;
- Innovative business oriented advances or
- External threats

Our membership is open to any business or organization with significant interest in the catalog mailing business. Our growing and diverse membership includes large and small catalog mailers and their key service providers. Whenever possible, we work closely with other industry organizations and associations to advocate our collective interests.

### Membership

The ACMA is a cataloger-only group; membership is open to any party with significant interests in the catalog mailing industry. Our effectiveness is in direct proportion to our ability to represent and draw resources from the entire catalog mailing industry. We are an advocacy group interested only in catalog industry issues. Our group includes B-B and B-C catalogers of all sizes and their key suppliers including printers, agencies, designers, list managers, website developers or others who derive their livelihood from a vibrant catalog marketing industry.



### Membership Benefits

- Avoid the surprise of short notice changes to the external business environment that impact your P&L
- Get information about opportunities to reduce cost or improve effectiveness before it's widely known by your competition.
- Periodic, exclusive updates on details from Washington you need to know about
- Technical bulletins on specific mailing issues affecting catalog design, production and preparation
- Access to the members-only side of the ACMA website with a wealth of information for catalogers and their suppliers (summer 2008)
- Free electronic subscription to Direct Marketing Digest, a \$99.00 annual value
- An extra 5% discount on all purchases made through the ACMA Bookstore, a treasure trove of direct marketing educational materials (summer 2008)
- Invitation to special limited attendance functions and briefings with important officials in Washington

**Do your part to support a strong catalog channel.**

### Why Join the ACMA?

Credit card mailers, coupon mailers, and many other well organized groups are opposed to the interests of standard flat mailers and the catalog industry. These groups have long understood the value of participation in all things postal and have reaped the benefits of their involvement. It is time for the catalog mailers and members of ACMA to do the same.

*"Finally the catalog industry has a voice in Washington. If you run a catalog, it is absolutely essential to join the ACMA!"*  
Stan Krangel—President, Miles Kimball Company

*"Razor sharp focus on the needs of the catalog industry is the only solution in meeting challenges regarding postage, privacy, etc. ACMA provides this focus in an environment where members set both priorities and strategy."*  
Allen Abbott—EVP, COO, Paul Fredrick

*"This association has done more in a short amount of time than any other has done in years!"*  
Jim Treis—EVP Sales & Marketing, Arandell Corporation

**Join today!**

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

**1-800-509-9514**

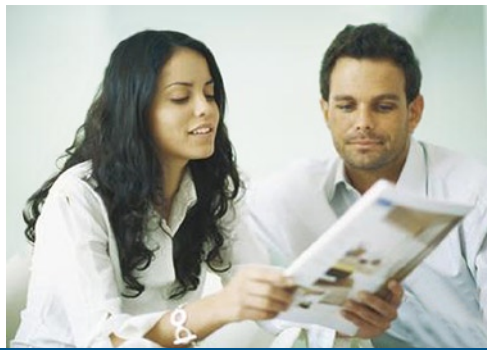


## Select ACMA Accomplishments Since April 2007

Since inception, the ACMA Staff and Members have worked tirelessly in support of the catalog industry in the wake of the disastrous R-2006-1 rate increases. We have:

- Secured a favorable "rate adjustment" for catalogers well below CPI for 2008
- Advised our members on Negotiated Service Agreements (NSAs) and other opportunities with the USPS
- Expanded to more than 60 member companies
- Held a full-day summit with all five PRC Commissioners and their top staff to strengthen relationships and provide a deeper understanding of cataloging
- Testified before Congress on the effects of rate increases on the Catalog Industry
- Continued a dialog with the Postmaster General, Board of Governors and top USPS Management
- Commented on numerous proposals and regulations by the PRC and USPS
- Secured a longer implementation date for the Intelligent Mail Barcode and different address placement better suited for catalog covers than originally proposed
- Provided guidance on Do Not Mail options and developments to members
- Communicated regularly on Achievements, Industry News and Upcoming Issues

Please visit [www.catalogmailers.org](http://www.catalogmailers.org) to learn more about what we have been doing to support this industry.



The **ONLY** Trade Association focused solely on improving the postal and regulatory environment for catalogers.

### About Us

The American Catalog Mailers Association (ACMA) is a 501(c) 6 not-for-profit trade organization. Some portion of member dues not attributable to lobbying activities may be deductible for our member companies. Members must seek the advice of their tax professional as to the deductibility of their dues expenses. The ACMA provides its members with an annual summary of lobbying expenses.

*"We've seen what happens when we are not involved. We've seen what happens when we are. Now is the time for a united catalog industry!"*



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## What our Members are Saying

*"Read the name: American Catalog Mailers Association. A group representing just you. For your economic future. For your profitability. For your survival. Get involved. Support the work."  
Don Libey—Editor, Libey Economic Outlook*

*"The need for focused, concerted action was never more clear than during an ACMA strategy session. Either we work to control our business environment or be controlled by it."  
John Seebeck—Crate and Barrel*

*"We helped to found the ACMA because it was apparent that our industry needed a unique voice in DC to represent the specific interests of catalog marketers. This Association will fill the void that created the environment the rates we are all suffering with now."  
Nelson Taxel—CEO and President, Positive Promotions, Inc.*

*"As a print and logistics solutions provider for the catalog industry, we at Quebecor World Logistics believe that it is critical to support the efforts of ACMA as a valuable addition to the family of organizations and associations serving our customers in the postal arena. I am gratified to see that catalogers are uniting to gain a stronger voice in Washington."  
Anita Pursley—Quebecor World Logistics*

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