



What Is The ACMA?

Who We Are:

- The American Catalog Mailers Association was founded in April 2007, by and for the catalog industry and is a powerful voice in Washington, DC, specifically for catalog mailers' interests.

Why We Were Established:

- Before ACMA's founding, the catalog industry did not have representation. Our industry's lack of presence at the decision-making table hurt catalogers' ability to affect postal and other national policies impacting our businesses. Today, decisions in Washington made often include input from catalog interests.

Our Success:

- Catalog postage is – conservatively – 15% less than it would have been without ACMA's advocacy.
- Because of the ACMA, the USPS has modified a variety of regulations and programs to better accommodate catalog mail. These include incentive programs, address placement location, the Intelligent Mail Barcode, among many others.
- Without the ACMA's aggressive advocacy work, all remote marketers would now be collecting sales taxes across as many as 10,000 jurisdictions. While work remains ongoing, ACMA seeks to "level the playing field" *fairly*, while reducing unintended consequences and liabilities from a new law.
- The ACMA's leadership is composed of business veterans with vast experience in Postal regulations and influence with policy makers in Washington. We use this experience to advocate before the US Postal Service, the Postal Regulatory Commission, other regulatory agencies, and Congress.
- ACMA is efficiently run with low overhead and high "bang for the buck" value.

Representative Makeup:

- Membership comprises B2C and B2B catalogers, key suppliers, consultants and other thought-leaders, including Williams-Sonoma, Hanover Direct, Orvis, New Pig, and other large, medium and small brands.

The Price of Membership:

- ACMA member dues are roughly 0.25% (one-quarter of one percent) of mailers' annual catalog postage, from \$1,000 to a maximum of \$30,000. We also need periodic involvement from member company leaders.
- ACMA companies who have been members since its inception have generated about an incredible 16x ROI.

What the Future Holds for Catalogs:

- While the magnitude of challenges continues to grow, based on our solid record of success in Washington, our continued success is likely but not assured without greater support.
- ACMA needs to continue to build its member base in order to continue being effective. With more industry leaders active in membership, even greater benefits lie ahead.

Benefits of Membership:

- *Please see accompanying page.*
- Additional information can also be found at www.catalogmailers.org.