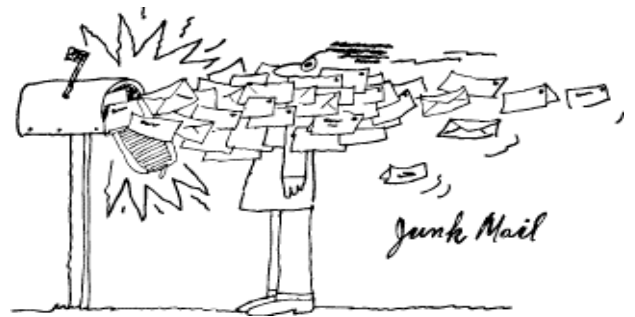


# Junk Your JUNK MAIL!

**Think of all the natural resources that are wasted, not to mention the frustration and time you spend dealing with unwanted mail.**



## ***DID YOU KNOW...?***

- It takes about 62 million trees and 25 billion gallons of water to produce one year's worth of this country's bulk business mail?
- Paper accounts for 40 % of the waste stream?
- It takes 17 trees to make a ton of paper?
- Americans spend over \$275 million to dispose of junk mail every year?
- About 41 pounds of junk mail are sent to every adult each year?
- The average adult is on 50 mailing lists?

## **HOW TO GET RID OF IT!**

When you subscribe to a publication, place a credit card order through the mail or internet, join an organization, or enter sweepstakes, chances are your name is added to a mailing list. There are companies in the business of selling these lists to other companies. To reduce junk mail, you need to reduce access to your name so that it will not be traded, rented, or sold to companies that send unwanted mail.

## **STEP ① : Reduce Your Current Flow of Junk Mail**

- ❑ Remove your name as soon as you receive unwanted mail. Call the toll-free number if there is one.
- ❑ Tell your credit card company you do not want them to give your name to other companies.
- ❑ Call the following and ask to be removed from their mailing lists:
  - VAL PAK COUPONS: [www.valpack.com](http://www.valpack.com)
  - CREDIT CARD MAILING LISTS: 1-888-5OPT-OUT (888-567-8688)
  - THE POLK COMPANY: 1-800-464-7655
  - PUBLISHER'S CLEARINGHOUSE: 1-800-645-9242
- ❑ Contact the following to be removed from the mailing lists of companies that send unwanted catalogues, sweepstakes entries, coupons, etc.

ADVO Inc.  
List Services  
P.O. Box 4196  
Hartford, CT 06147  
[www.advo.com](http://www.advo.com)  
1- 888-241-6760

Haines and Company  
Criss-Cross Directory  
Attn: Director of Data Processing  
8050 Freedom Ave, NW  
North Canton, OH 44720  
1-800-562-8262

Harte Hanks Direct Marketing  
List Maintenance  
6701 Bay Meadow Dr. Suite D  
Glen Burnie, MD 21066  
1-800-854-8409

Mail Preference Service  
Direct Marketing Assn.  
P.O. Box 9008  
Farmingdale, NY 11735  
[www.dmaconsumers.org](http://www.dmaconsumers.org)

Database America  
Attn: Opt-Outs  
5711 South 86<sup>th</sup> Circle  
Omaha, NB 68127  
[complaints@infousa.com](mailto:complaints@infousa.com)

## **STEP ② : Prevent Junk Mail Before It Starts**

- ❑ When making a donation or a purchase, include a note instructing the organization or company not to lend, sell, or trade your name.
- ❑ Do not fill out contest entries: they are often used to develop mailing lists.
- ❑ Do not fill out unnecessary product warranty cards: these are often used to collect information for the purpose of targeting direct mail. Returning these cards is not required in most situations in order for the warranty to be active. If you want to return the card, provide only your name, address and the product serial number.

## **STEP ③ : Recycle The Junk Mail You Do Receive**

- ❑ Recycling helps to reduce the use of unrenewable resources by keeping materials in the product stream.
- ❑ Buying recycled products creates demand for those products, strengthening the market for recycled goods.
- ❑ Recycling cuts down on the amount of trash that has to be managed. In 2002, Newton spent **\$6 million** on trash removal.
- ❑ For information on Newton's Recycling Program contact the Public Works Department at (617) 796-1000

This information has been excerpted from Reduce YOUR JUNK MAIL! with permission of the Massachusetts Department of Environmental Protection.