

**Direct Marketing Association**  
**DMAchoice**  
**Registration Form for Mailing Preferences**

If you want to reduce the amount of unsolicited national advertising mail you receive **at home**, you may register with DMAchoice™ by mailing this form to the address below. *Please include \$3.00 for each completed form – check or money order payable to DMA.* Please **DO NOT SEND CASH.**

**DMAChoice**  
**Direct Marketing Association**  
**P O Box 900**  
**Cos Cob, CT 06807**

**Alternatives...**

**\*\*Visit [www.dmachoice.org](http://www.dmachoice.org) register and update your mailing preferences.**

**\*\*Call (212)768-7277 select option 1 to speak to a representative Mon.-Thurs. 9AM-2PM.**

Please allow 60 – 90 days after registration to begin receiving less mail. Your name and address will remain on DMAchoice for three years.

*This form allows you to enter up to three individuals at the same address (or three variations of your name at the same address). For separate addresses, please use separate forms.*

**Primary Name**      First: \_\_\_\_\_ Last: \_\_\_\_\_

**Secondary Names**      First: \_\_\_\_\_ Last: \_\_\_\_\_

First: \_\_\_\_\_ Last: \_\_\_\_\_

**Address:**      Street: \_\_\_\_\_

City/State/Zip code: \_\_\_\_\_

DMA provides the DMAchoice file to national commercial and nonprofit organizations for the purpose of removing your name and home address from their mailing lists. (This service does not apply to advertising mail sent to a business address). You will continue to receive mail from those organizations with which you already do business. Please note that not all organizations use DMAchoice; therefore, you may continue to receive some mailings, including from local organizations and political organizations.

**Signature:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

Providing your email address will allow us to contact you when your three-year registration period expires.