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Why Is This Important?

It is estimated that over half of what is printed in the United States ends up in the mail stream. Diminished mail volume means diminished print volume, which means diminished mail volume . . . well, you get the message. Even if your company doesn't print material that is mailed, this issue is important to you and we need your participation. Obviously, any decrease in the size of the printing "pie" makes the competition for your company's "slice" even more fierce than it already is.

"Do Not Mail" Talking Points

- Advertising Mail means jobs – more than 3.5 million Americans have jobs directly or indirectly supported by advertising mail.
- Advertising Mail Manufacturing supports the United States Postal Service – Advertising mail provides one third of the revenue of the USPS.
- There is already a solution to unwanted advertising mail – the DMA Choice program, accessible at www.dmachoice.org has been providing a solution to unwanted advertising mail since 1971.
- Advertising mail is environmentally friendly. Most paper used for advertising mail comes from sustainable forests.
- Advertising mail is unobtrusive and effective – It doesn't call you at home during dinner or show up unannounced on your computer screen. Advertising mail can be targeted to the individual consumer.

For more information or to join in the effort to defeat "Do Not Mail" legislation, contact Printing Industries Alliance at (800) 777-4742.