



AMERICAN CATALOG  
MAILERS ASSOCIATION

*Your Catalog Advocate!*

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### **Don't Get Robbed Again**

You may have heard by now that within the next few weeks, catalog marketers will receive a landmark survey questionnaire from us. You will be asked very specific questions about your mailing practices, both catalog and other forms of mail you send, including letters and packages. Your complete and thorough responses to each question will be kept confidential and are crucial to your company's future. Here's why...

With steady input from a team of our members, ACMA has worked closely with key policy officials in Washington to develop better information on catalog mail behavior. The hope is, this will change the way catalog postal rates are set. The goal is to provide the USPS and the PRC with specific catalog industry data focused around catalogers' use of mail and the whole catalog elasticity factor.

#### **Widespread Misperceptions**

Our intent is to correct long-standing, widespread misperceptions among these and other Washington decision makers about catalog elasticity. The fact of the matter is, for years they've used *wrong* data to make the *wrong* decisions on catalog postal pricing. We're pretty sure the USPS and PRC know this, but they can only work with what they're provided with, so we will change that. But it's going to require your complete cooperation.

You think the currently proposed and past postal rate hikes for catalogs were all unfair? You're right, they were. All of 'em. You wuz robbed. Depending on how long you've been in business, you've been getting robbed rate case after rate case for years. Ironically, the USPS has also hurt itself. History shows that bad pricing has always driven mailers elsewhere, a result that's never been good for anyone. With accurate information, everybody can win here.

Well, guess what? You don't have to get robbed again. If we can present to the USPS and the PRC solid data that's representative of all catalog mailers, we can change the way catalog postage is adjusted forever. And do know that USPS rate setters *want* this data, as do other postal policy makers. But we must get very strong response from all catalog mailers for this to have its intended impact. I'm not taking 2%, 5%, 10% or even 25%. Our goal is 100% response and you have no excuse for not filling out the survey.

I won't lie to you - it won't take you just five or 10 minutes as most surveys require. We're asking for a lot of specific data. But it really is just data you already have on your business. Know that only aggregated results will be released. Only a very limited number of people will have access to the individual responses, each of whom has signed a strong Nondisclosure Agreement. Plus, those who participate will get a copy of the aggregation and, mark my words, it will be the most useful benchmarking tool you'll have ever gotten your hands on.

### **We Will Bombard You**

Fair warning: We're going to literally bombard all catalogers until they respond to this. Catalog executives, who are ACMA members, will receive the survey from ACMA via e-blast. Catalog execs from nonmembers will receive the survey from about a half-dozen of our supplier members. Also, the DMA, NEMOA and the Mailorder Gardening Association have volunteered to e-blast this to their cataloger members and/or post it on their websites in support of this huge effort.

As a result, you'll likely receive the survey from several of us. Obviously, just respond once, and do know that we have a mechanism in place to keep from collecting multiple responses from the same companies. Also know that if you ignore our e-blasts, we'll call as many of you on the phone as we can and pester you until you do fill it out. It's just *that* important.

Again, the survey will be **anonymous** and only tabulated results will be made public. No proprietary information you provide will be released. So please watch for it coming soon and fill it out ASAP. Bring in the necessary colleagues to ensure you can provide the most in-depth and accurate numbers possible. You can play a crucial role in reshaping your future.

[Click here](#) for more on ACMA's unprecedented Catalog Elasticity Survey, where you can read a broader article ACMA president & executive director Hamilton Davison wrote in the current issue of *Multichannel Merchant* magazine.

Best,

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**About the American Catalog Mailers Association:**

*ACMA is a Washington-based not-for-profit organization specifically created to advocate for the unique collective interests of catalog mailers in regulatory, public and administrative matters where the shared impact transcends individual company interests. ACMA participates in rulemaking and other proceedings of significance where a single collective voice increases influence and effectiveness. Membership is open to any party with significant interests in the catalog industry. More information can be found at [www.catalogmailers.org](http://www.catalogmailers.org).*

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