



AMERICAN CATALOG
MAILERS ASSOCIATION

Your Catalog Advocate!

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The MOST Important Survey You Will Ever Take Is Now Ready

To All Catalogers & Suppliers:

By now, you may have heard about the vitally important, major survey of catalogers' mailing behavior that has been in development by **American Catalog Mailers Association** for nearly two years. The survey is now ready and we very much need all catalogers to fill it out completely. The link to the survey is further down. Please note that you may receive this email more than once as ACMA, several ACMA supplier members and our friends at NEMOA are all sending it out to ensure we reach as many catalogers as possible. But you can only take the survey *once*, only *catalogers* are eligible, and you do *not* need to be an ACMA member to take it; both ACMA member catalogers and non-member catalogers are being asked to take this survey.

The goal is to provide policy makers with specific catalog industry data focused around catalogers' use of mail and the impact of price elasticity on circulation volumes. The data you supply will allow us to better negotiate with the US Postal Service for catalog incentives and business-friendly rates.

Be forewarned: This survey is not a quickie. In fact, let me suggest that you first [click here](#) (or paste this link: http://www.catalogmailers.org/clubportal/clubdocs/2129/ACMA_Survey_Worksheet1.pdf) to open up a pdf containing all the questions so you can use the pdf as a worksheet. Look the questions over and see if there are other people within your company you'll need to consult with to be able to completely respond to each question. Then, [click here](#) or paste the link below to fill out the survey right away

on the special web page generously set up by ACMA member **Infogroup** research services. Please don't set this aside, because we all know what that leads to – inactivity. And as catalog mailers have learned through the years, inactivity leads to higher postal rates.

With your response and that from other catalog mailers, we believe the data from this survey will drastically change the way catalog postal rates are set. So again, your help is vital. Be assured that the very specific information we're seeking about your company's mailing practices will be completely confidential. Only the final, aggregated results will be made available to officials. By completing the survey, you will receive a final report showing the aggregated averages so you have a useful benchmarking tool against industry averages.

Although portions of the tabulated results may eventually be published, this is not a P.R. exercise. Rather, we will correct widespread misperceptions in Washington about the catalog business model and catalogers' use of mail. Nothing like this has ever been attempted. The stakes are very high. Please help us make further progress on your behalf. Please complete this survey within two weeks and do not let it sit around.

Here is the survey link:

http://www.millard.com/surveys/snaponline/ACMA_Survey/index.htm

Thank you in advance for your participation, and if you have any questions, feel free to contact me at my info below.

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.

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