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DIRECT MAIL & TELEMARKETING LIST RENTAL GUIDELINES

Ordering	<p>Please e-mail us the following information:</p> <ul style="list-style-type: none"> -lists being ordered -selections -quantity desired per list -usage (we will assume one-time use unless otherwise specified) -want-by date at mailhouse -mail date -media for list delivery (ideally in order of preference, ie 1. e-mail, 2. diskette, 3. CD, 4. mag tape, etc.) <p>If there are any formats your mailhouse CANNOT handle, please let us know in advance.)</p> <ul style="list-style-type: none"> -complete mailhouse contact information, including company name, project manager, postal address, telephone number and e-mail address. <p>We will prepare list-order confirmation(s) for your signature. An order for each list must be signed and faxed back to 510-217-2364 before we submit them.</p> <p>NOTE: While e-mail is considered to be the fastest method of delivery and most clients request this when offered, many mailhouses CANNOT accept large files and mailers frequently incur delays of up to three days while the situation is being sorted out (ie the mailhouse claims they didn't get the message but the service bureau sent it).</p> <p>If you order e-mail delivery, please make sure you are providing the correct e-mail address and have double-checked that large files can enter the mailhouse system. Mailers will be charged for the unsuccessful e-mail delivery AND subsequent media and delivery charges (ie cartridge and Fed Ex) when applicable.</p>
Creative	<p>Direct Mail: To rent a direct-mail list, please e-mail the text, or fax a copy of your creative, to Prospects To Go for list owner approval. Creative must be submitted at least five to seven business days before the want-by date.</p> <p>Telemarketing: Please submit a script at least five to seven business days before the want-by date.</p>
List Rental Agreement and Payment Terms	<p>In many cases mailers must sign a list-rental agreement with the list owners' terms for each list being rented. If the person ordering lists is not going to be available shortly after placing orders, please let us know who else to contact (with e-mail and fax number) so we can handle subsequent paperwork.</p> <p>After orders are placed, list managers determine whether to offer terms or request prepayment. If it takes your company a long time to cut a check, please place your orders early so you will have time to take care of prepayment issues if they arise.</p>