

**USMONITOR**

86 MAPLE AVE., NEW CITY, NY 10956-5036

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U.S. POSTAGE

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AURORA OH 44202-8820





86 Maple Ave., New City, New York 10956-5036  
Call Toll Free 800-767-7967 Fax 24 Hours: 845-634-9618 www.usmonitor.com

## Don't Let Mail Delivery Problems or Unauthorized Use Of Your List Cause You To Lose Money Or Make Poor Business Decisions.

Now, instantly by the Internet, you know exactly ...

**WHEN** your mail is delivered ...

**HOW LONG** it takes, and ...

**WHO** is using your list ...

**in all 50 states, Canada and countries throughout the world!**

Dear Direct Marketer,

Professional Monitoring Service from U.S. Monitor is the easy, worry-free way to arm yourself with the critical information you need to make the best decisions on the tough situations you face every day. For example,

Did that test mailing you had such high hopes for fail ...**or was it never delivered?**

Do you need to make painful lay-offs, **or is the mail delivery just slow?**

Are orders from your insert piece way down because it's an ineffective piece ...  
**or did your lettershop forget to include the order form in the mailing?**

Does your house list really not respond well to your new offer ...  
**or did a competitor use your list without your authorization?**

The only way you can know for sure ... and make the decisions that will grow your company and advance your career ... is by using Professional Monitoring Service from U.S. Monitor.

For over 25 years, thousands of the most successful mailers in the country have trusted U.S. Monitor to guard their invaluable mailing assets. Here are 3 reasons why you should too.

### 1. Saves You Time and Aggravation.

Seeding your list with friends and family may have given you a measure of protection 10 years ago, but it's just not enough any more. We track your mailings and list usage with our sophisticated system of seeds, professional monitors and Internet reports you can access 24 hours a day.

And not just in a few major cities ... but in hundreds of cities in all 50 states and all 21 bulk mail centers across the country! It's like having trusted friends all over the country who are looking out for the best interests of YOUR business.

### 2. Gives You Peace of Mind.

Before you make your next tough decision about your mailing results, let U.S. Monitor give you the peace of mind that comes from knowing you have all the information you need to make the best decisions. For example, you may know that you received your personal decoy in 5 days, but do you know if your mail has been delivered in San Francisco ... Chicago ... New York ... and all points in-between? You know who you authorized to use your list ... but do you really know everyone who is using your list?

We use the most up-to-date data techniques to ensure that the decoys we place on your list are never deduped and always undetectable. This nationwide team of mail professionals diligently tracks your mail and list usage, recording the date and time received and returning the mail promptly to you unopened. With us, it's not a hobby or favor like it is with friends and business associates, it's our livelihood. You can count on us to give you prompt, accurate information that meets your needs every time.

( OVER , PLEASE )

### 3. Saves You Money.

If you kill or delay a roll-out because the test seemed unprofitable, but the problem was really due to the mail delivery pattern, you are hurting yourself. Likewise, lost sales and list revenue due to unauthorized use could be robbing you of thousands of dollars. Monitoring your mail and list helps prevent these problems and improve your bottom line.

But to track all this yourself ... and do it right ... requires much more time, staffing, effort, aggravation and MONEY than most companies can afford. That's why over thousands of mailers trust U.S. Monitor to guard their business and save them money in two important ways.

First, U.S. Monitor service gives you all the protection and information you need for a tiny fraction of what it would cost you to do this for yourself.

Second, with our Monitor Online® service, you can have instant access to this information via the Internet! Just log on to Monitor Online and you'll get instant, real-time reports on the progress of all your mailings all over the country. You can see mail delays as they happen. No more wondering and waiting. You know if your mail was delivered, how long it took, and if the use of your list was authorized. You make good decisions, without wasting any time. **That means you save time and money too!**

### You're In Control.

Our clients include some of the largest mailers in the world ... and also some of the smallest. No matter how large or small your business, U.S. Monitor can guard your mailing investment while fitting easily into your budget because you are in complete control.

You decide how many decoys you want. You decide how many mailings you want us to track. With our annual service set-up fee and per-piece charges, you control exactly how much you spend -- **as little as \$36 per mailing for monitoring in any 25 cities you choose!** It's protection you can afford ... and can NOT afford to be without!

### Your Satisfaction Is Guaranteed!

More mailers use U.S. Monitor than any other service. We've been guarding the mail of our clients for over 25 years. We're professionals who take your business as seriously as you do. And we stand behind our service with this unconditional guarantee:

Try U.S. Monitor and see for yourself how much time and money you save ... how much better information you get ... how much easier it is to make your mailing decisions. **If, after your first test, you aren't completely satisfied, we'll refund every cent you paid. No questions asked.** You can cancel your service any time thereafter without penalty.

### Make The Best Decisions ... Save Time ... Save Money ... Have Peace of Mind. Just Call, Mail or Fax Right Now To Start Without Risking A Penny!

Your mailings and your list are the heart of your business. But worrying about delivery and security don't have to be. Let us watch over your mailings and your list so you can make those tough mailing decisions with confidence and peace of mind. Please call **Customer Service**, mail or fax us today to start protecting your business with easy, worry-free, cost-effective service!

Thank you  
U.S. MONITOR

*For Fastest Service Now*  
**Call Toll Free 800-767-7967**

Fax 24 Hours: 845-634-9618  
[www.usmonitor.com](http://www.usmonitor.com)

P.S. Save Time and Money! U.S. Monitor will make your job easier and help you make better decisions. Plus see the enclosed card for your **FREE BONUS** when you respond.

Questions? **Call Toll-Free 1-800-767-7967 or return the enclosed No-Risk Order Form now!**

**YES!** I want to Save Time, Save Money, Make the Best Decisions and Have Peace of Mind like thousands of top mailers have done for over 25 years! Sign me up for the U.S. Monitor service checked below. I understand there is NO RISK! I may cancel this service at any time. It's as easy as 1-2-3 below!

### 1. Choose The Cities You Would Like Monitored:

<sup>†</sup>(See listing on reverse side.)

### 2. Choose The Level of Monitor Service You Would Like:

(You are billed monthly. All prices subject to increase in postal rates.)

**MONITOR** ON **LINE**

After providing mailing information to your personal account representative, your mail is processed daily onto the Internet. You can run password protected reports 24 hours a day from your desktop. Choose from the following 3 options:

**SAME DAY SERVICE:** Your mail pieces are entered on to the Internet the same day they are received by our agents. Your pieces will be stored one week, then discarded. The rate is \$1.95 per piece.

**PRIORITY INTERNET SERVICE:** Upon arrival at our facility, your mail is processed daily on to the Internet by our data entry department. The rate is \$1.55 per piece up to 1oz, \$.23 each additional ounce. Your pieces are stored for one month at no charge then discarded or returned for the cost of shipping.

**LIST WATCH:** Detailed reports are generated based upon your list order data. By running password protected reports, you have daily access to your list rental activity. The rate is \$1.75 per piece up to one oz, \$.23 each additional ounce. Your pieces are stored for 1 year at no charge then discarded or returned for the cost of shipping.

All prices are based upon code information appearing on the outside of the mail piece. MAIL or reporting that requires additional processing will be priced accordingly.

**STANDARD MONITOR SERVICE:** Your mail is returned to you on a weekly basis. The rate is \$1.46 per piece up to 1oz, \$.46 each additional ounce. No reports.

### 3. Choose Your Method of Payment:

Bill Company (net 30)     Check enclosed

- I would like Monitor Service in the 25 cities checked on reverse side: \$60 per year  
 I would like Monitor Service in the 50 cities checked on reverse side: \$110 per year  
 I would like Monitor Service in all 100 cities listed on reverse side: \$200 per year

As Low As  
**\$36** Per  
Mailing For Standard  
Monitor Service  
In 25 Cities

Name \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

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

D

*For Fastest Service*  
**Call Toll Free 800 767-7967**

Fax 24 Hours: 845-634-9618  
www.usmonitor.com  
or Mail To: U.S. Monitor 86 Maple Ave.,  
New City, NY 10956-5036

### TERMS AND CONDITIONS:

You are billed the last day of the month for that month's mail. Payment terms are net 30 days from the date of invoice. Past due accounts are subject to a service charge of 1.5% per month. The decoy names and addresses are the property of U.S. Monitor. If you cancel your subscription you must remove the decoy names from any and all mailing lists immediately upon cancellation. **You will continue to be billed until no further mail is received by U.S. Monitor.**

As soon as your order is received, it will be acknowledged with a telephone call and a letter with the procedure to start your monitor service.

Please Fax Both Sides

(Over, Please)



**†Choose The Cities You Would Like Monitored:**

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> Albuquerque, NM 87108     | <input type="checkbox"/> Detroit, MI 48226      | <input type="checkbox"/> Macon, GA 31201          | <input type="checkbox"/> Raleigh, NC 27606          |
| <input type="checkbox"/> Alliance, NE 69301        | <input type="checkbox"/> Englewood, CO 80110    | <input type="checkbox"/> Manchester, NH 03104     | <input type="checkbox"/> Rapid City, SD 57702       |
| <input type="checkbox"/> Atlanta, GA* 30350        | <input type="checkbox"/> Farmington, NM 87401   | <input type="checkbox"/> Medford, OR 97501        | <input type="checkbox"/> Richmond, VA 23229         |
| <input type="checkbox"/> Baltimore, MD 21212       | <input type="checkbox"/> Fort Wayne, IN 46802   | <input type="checkbox"/> Memphis, TN* 38128       | <input type="checkbox"/> Roanoke, VA 24011          |
| <input type="checkbox"/> Bangor, ME 04401          | <input type="checkbox"/> Fort Smith, AR 72901   | <input type="checkbox"/> Milwaukee, WI 53211      | <input type="checkbox"/> Sag Harbor, NY 11963       |
| <input type="checkbox"/> Bethesda, MD 20817        | <input type="checkbox"/> Gillette, WY 82716     | <input type="checkbox"/> Minneapolis, MN* 55421   | <input type="checkbox"/> St. Louis, MO* 63125       |
| <input type="checkbox"/> Baton Rouge, LA 70802     | <input type="checkbox"/> Green Bay, WI 54303    | <input type="checkbox"/> Mobile, AL 36606         | <input type="checkbox"/> Salt Lake City, UT 84107   |
| <input type="checkbox"/> Bemidji, MN 56601         | <input type="checkbox"/> Greensboro, NC* 27401  | <input type="checkbox"/> Morton Grove, IL 60053   | <input type="checkbox"/> San Antonio, TX 78213      |
| <input type="checkbox"/> Billings, MT 59105        | <input type="checkbox"/> Greenwich, CT 06830    | <input type="checkbox"/> Newark, DE 19711         | <input type="checkbox"/> San Diego, CA 92110        |
| <input type="checkbox"/> Birmingham, AL 35206      | <input type="checkbox"/> Harrisburg, PA 17101   | <input type="checkbox"/> New Orleans, LA 70126    | <input type="checkbox"/> San Francisco, CA* 94112   |
| <input type="checkbox"/> Bismarck, ND 58501        | <input type="checkbox"/> Helena, MT 59601       | <input type="checkbox"/> New York, NY 10011       | <input type="checkbox"/> Seattle, WA* 98134         |
| <input type="checkbox"/> Boise, ID 83702           | <input type="checkbox"/> Hilton Head, SC 29926  | <input type="checkbox"/> N. Miami Beach, FL 33160 | <input type="checkbox"/> Sioux City, IA 51104       |
| <input type="checkbox"/> Boston, MA 02116          | <input type="checkbox"/> Honolulu, HI 96817     | <input type="checkbox"/> Oakland, CA 94611        | <input type="checkbox"/> Sioux Falls, SD 57105      |
| <input type="checkbox"/> Cedar City, UT 84720      | <input type="checkbox"/> Houston, TX 77056      | <input type="checkbox"/> Oklahoma City, OK 73107  | <input type="checkbox"/> Southfield, MI 48076       |
| <input type="checkbox"/> Charleston, WV 25302      | <input type="checkbox"/> Indianapolis, IN 46268 | <input type="checkbox"/> Omaha, NE 68110          | <input type="checkbox"/> Springfield, MA* 01108     |
| <input type="checkbox"/> Charlottesville, VA 22903 | <input type="checkbox"/> Jackson, MS 39211      | <input type="checkbox"/> Orlando, FL 32822        | <input type="checkbox"/> Springfield, MO 65803      |
| <input type="checkbox"/> Chattanooga, TN 3741 6    | <input type="checkbox"/> Jacksonville, FL*32244 | <input type="checkbox"/> Owensboro, KY 42301      | <input type="checkbox"/> Tacoma, WA 98409           |
| <input type="checkbox"/> Cheyenne, WY 82001        | <input type="checkbox"/> Jersey City, NJ* 07307 | <input type="checkbox"/> Perth Amboy, NJ 08861    | <input type="checkbox"/> Tucson, AZ 85711           |
| <input type="checkbox"/> Chicago, IL* 60611        | <input type="checkbox"/> Juneau, AK 99801       | <input type="checkbox"/> Philadelphia, PA* 19153  | <input type="checkbox"/> Tulsa, OK 74136            |
| <input type="checkbox"/> Cincinnati, OH* 45236     | <input type="checkbox"/> Kansas City, KS* 66103 | <input type="checkbox"/> Phoenix, AZ 85032        | <input type="checkbox"/> Washington, DC* 20008      |
| <input type="checkbox"/> Cleveland, OH 44116       | <input type="checkbox"/> Las Vegas, NV 89102    | <input type="checkbox"/> Pittsburgh, PA* 15237    | <input type="checkbox"/> Wethersfield, CT 06109     |
| <input type="checkbox"/> Columbus, OH 43325        | <input type="checkbox"/> Lewiston, ID 83501     | <input type="checkbox"/> Portland, ME 04101       | <input type="checkbox"/> Wheeling, WV 26003         |
| <input type="checkbox"/> Dallas, TX* 75243         | <input type="checkbox"/> Little Rock, AR 72202  | <input type="checkbox"/> Portland, OR 97213       | <input type="checkbox"/> White River Jct., VT 05001 |
| <input type="checkbox"/> Denver, CO* 80219         | <input type="checkbox"/> Los Angeles, CA* 90042 | <input type="checkbox"/> Potsdam, NY 13676        | <input type="checkbox"/> Wichita, KS 67211          |
| <input type="checkbox"/> Des Moines, IA* 50312     | <input type="checkbox"/> Louisville, KY 40204   | <input type="checkbox"/> Providence, RI 02909     | <input type="checkbox"/> Wilmington, DE 19808       |

†Additional cities available in the U.S., Nielsen "D" Counties, Puerto Rico, Canada and countries throughout the world. \* Denotes Bulk Mail Centers.

Please Fax Both Sides





## WHAT U.S. MONITOR SUBSCRIBERS SAY:

*“Your computer reports are timely and provide the information we need; the reports help us avoid a good deal of record keeping.”*

**DIANE DESIMONE, LETTERSHOP MANAGER**  
THE TIME INC. MAGAZINE CO.

*“In the 15 years that I have been running a large direct mail corporation, I can state definitively that using the services of U.S. Monitor has been one of the best business decisions I have ever made.”*

**DR. RICHARD S. COLMAN, PRESIDENT**  
BIOMED & INR CORPORATION

*“Thank you U.S. Monitor, for providing such a beneficial service. Your decoy system as well as your Mail Delivery Study have become a regular part of the planning process for all of USA TODAY's direct mail promotions.”*

**NATALIE C. McDONALD**  
USA TODAY

*“We've been using your mail monitor service since 1990 and I often wonder how you continue to provide excellent service at such a low price.”*

**GIL PORTER**  
ASSOCIATED MAILERS

*“...One hallmark of professionalism is recognizing the need to use a firm like U.S. Monitor to track if and when your mail is received all over the country, and to find out who is really using your mailing list. Putting a few friends on a list as “seed names” without a reliable reporting system just won't do it.”*

**EDWARD NASH, PRESIDENT**  
TEAMNASH,  
AUTHOR, DIRECT MARKETING STRATEGY/ PLANNING/ EXECUTION

*“We are very happy with your Monitor Online service. With same day access to our reports on the Internet, we know instantly when our catalogs are in-home. It's great!”*

**ANNE GREFE**  
HAMMACHER-SCHLEMMER

*“We wanted you to know that your service has become even more valuable to us than when we first started using U.S. Monitor...”*

**ARTHUR BLUMENFIELD**  
DIRECT MARKETING DAYS IN NEW YORK

*“I love having instant access to my reports! Your Priority Internet service allows us to change variables on the fly and make immediate decisions involving our direct mail programs.”*

**PATRICK McCONNELL**  
PC WORLD

*“ Your free Mail Delivery Study is a wonderful service. It lets us know how long it takes for our mail to be delivered and what percent is not delivered. Being able to compare our mail delivery performance to that of other mailers is very helpful. ”*

JOSEPH ROBERTSON  
DIALAMERICA MARKETING, INC.

*“ ..Since we started using U.S. Monitor, we find it most helpful in charting the time lapse between our mail date and the date of delivery, something we could not do before. We are also most pleased with your promptness in sending the monitored pieces back to us for our records. ”*

REV. CHARLES SHELBY, C.M. DIRECTOR  
THE ASSOCIATION OF THE MIRACULOUS MEDAL

*“ U.S. Monitor has been extremely valuable to us. I highly recommend your service to any organization that wants to track the timeliness of its mailings, check the assembly of complex pieces, or monitor the use of its proprietary databases. U.S. Monitor is able to do this both reliably and cost effectively. Your large network allows for monitoring of virtually any geographic area in the nation. ”*

RANDI RUBENSTEIN, GENERAL MANAGER  
CENTER FOR CONSUMER HEALTHCARE INFORMATION

*“ I received back a decoy piece that had been posted through a large international remailer. The piece should have been mailed through their Rotterdam hub as had past pieces. However, because of recent enforcement of Article 25 of the Universal Postal Union some European countries were not accepting “ABC” remailed pieces (i.e., pieces with a return address from one country but posted from another, designating to a third). This remailer arbitrarily decided to shift the mailing into an ISAL program and never told me. When I received the decoy piece back I immediately noticed the ISAL metering mark. Upon calling the company to complain, I demand a refund of the difference in price from what I normally paid and what the lower ISAL rate should have been. I'm pleased to tell you I got my refund. Your service paid for itself for the next 5+ years. ”*

JAMES A. WILLIS, DIRECTOR, PRODUCTION DEPT.,  
WATERS INFORMATION SERVICES

*“ Over the past few years, our list management division has brought quite a number of new lists to the rental market. I have recommended the use of your services to each of these clients as one of the basics before making their lists available. U.S. Monitor has always been extremely dependable. ”*

JOHN KNOEBEL, PRESIDENT  
TRIANGLE MARKETING SERVICES, INC.

*“ We feel your mail monitor service is very valuable. Anyone in our industry benefits from knowing how long the mail takes to be delivered and what condition it arrives in. We use it on every mailing and have even used your international service with satisfaction. ”*

LEIGH ANN RUYLE  
KOBBS, GREGORY & PASSAVANT



## **FREE BONUS**

As a subscriber, you receive a supply of pressure-sensitive warning labels. The labels are affixed to your tapes and cheshire labels when shipped to companies that rent or exchange your list. The labels are also affixed to your magnetic tapes that are stored at your computer department or service bureau.

### **WARNING**

Names are rented on a one-time-use basis. No second use, tagging, appending, or list enhancement of any kind permitted from this list without written permission of list owner. This list has been seeded with decoy names to detect unauthorized use. Protected by U.S. Monitor.