

Direct Mail Lists

This is a request for the single use of ACA's direct mail list. Current ACA Business Affiliates **may request the use of one free list per year as an affiliation benefit**. Additional lists may be requested but shall incur an additional cost.

Date ordered _____ Date your e-mail will be sent _____

Company _____

Address _____

City _____ State _____ Zip _____

E-mail _____

Phone _____ FAX _____

Format: Excel Text file

You may choose one (1) of the following lists (An additional list may be requested in the same year for a fee of \$220 per thousand for full groups and \$20 per thousand for subsets of the groups listed below.)

- ACA camp owners/directors/executives (approximately 3,400)
- ACA camps (approximately 2,700): ACA resident camps (approximately 1,800) ACA day camps (approximately 1,100)
- ACA individual members (approximately 7,300)
- Non-ACA camps (will not always have a contact name) (approximately 3,800)

*Subsets of above groups (\$20 per thousand for subsets of the groups [i.e., tennis camps]) _____

In order to protect ACA's intellectual property, mailing lists will only be sent to approved mail house processing companies and NOT directly to the ACA Business Affiliate. Please provide your preferred mail house processing company below or call the ACA office (Paula McCarns, 765-349-3319) to receive a list of approved mail house vendors.

Preferred Mail House Processing Company _____

Contact Person _____

Telephone Number _____ E-mail _____

Agreement: This list is for a **single use and shall be used only by an approved mail house vendor**. I agree that neither my mail house vendor nor my company will reproduce this list in any form or manner and will not disclose, transfer, or retain on paper or electronically all or any part of the list received. I understand for the protection of ACA, this list is seeded to protect against abuse and does not contain e-mail addresses or telephone numbers. I will incur **a penalty fee of \$5,000 and/or have my business affiliation revoked if for any reason the list provided is not used in accordance with this agreement**. All mailings will be reviewed by ACA, and ACA shall retain the right to refuse any and all aspects of the mailing for any reason. This list is to be used to promote products or services representing only the above ACA Business Affiliate. The mailing of product samples will not be accepted. For mailing of product samples, the ACA Connect Program shall be used for solicitations to camps. (Please call Business Development for more details on the ACA Connect Program.)

Signature _____ Date _____

Please sign and fax this form **with a copy of your mailing** to 765-342-2065.

We highly recommend your mailing to include the ACA Business Affiliate logo. ACA encourages camps to purchase products and services from ACA Business Affiliates.

P.S. The Power of Combination

Direct mail has a larger impact when combined with advertising. Reserve your space in *Camping Magazine* today!