

Email Preference Service FAQ's

Q: What does e-MPS stand for?

A: E-mail Preference Service. It is an opt-out list of consumers not wishing to receive unsolicited email promotions.

Q: Can I subscribe for one shipment only?

A: No, we regret that we cannot provide partial year subscriptions.

Q: Is there any way to get a discount?

A: The DMA is a not for profit organization and offers the files at a minimal cost to cover our processing fees. We regret that we cannot provide partial year subscriptions, reduce the rate or provide the file, free of charge.

Q: How long does it take to get the file?

A: You can download the file immediately. If you would like to receive the file monthly on CD, it will be delivered around the 5th working day of each month.

Q: I did not receive my file. Can you send me another copy?

A: There is a \$100 fee for each additional CD requested. If you would like to request additional copies, please [Contact Us](#)

Q: How can I speak with someone?

A: Click on the [Contact Us](#)

Q: Why did the counts drop?

A: Each month we check expiration dates & records over 5 years old are eliminated from the file.

Q: What is the current count?

A: As of January, 2007, the file contains approximately 450,000 email addresses.

Q: I am not a DMA member; can I subscribe to download or receive a CD of the E-MPS Suppression File?

A: No, unfortunately only DMA members can subscribe to the suppression file. To find out more information about becoming a DMA Member, please go to:

<http://www.the-dma.org/aboutdma/jointhedma.shtml>

Non-DMA members can subscribe to the E-MPS Cleaning service. This nominally priced web-based service will clean your prospect list against the DMA's EMPS database.

Q: If I subscribe to the E-MPS cleaning service, how many times can I submit files to be cleaned?

A: The agreement provides for unlimited cleanings within your annual subscription period.

Q: How do consumers get on the e-mps file?

A: Consumers register via the web at <https://www.dmachoice.org> Scroll down to the more than just mail section and select "Email Optout Service"

Q: What is the format of the e-mps file?

A: It is a fixed-length file containing e-mail address only.

Q: Are there international e-mail addresses on the file?

A: We cannot differentiate between domestic & international e-mail addresses.

Q: How often is the list updated?

A: The list is updated daily.

Q: What is the maximum file size that you can upload to E-mps for cleaning?

A: The Maximum file size is 200M.

Q: Why am I getting a "Page Not Found" error message when I try to upload my file?

A: This means that your browser is timing out before the entire file is uploaded. This sometimes happens when you have a slow connection.

Q: Is there a maximum record count for uploading E-mps files?

A: No, there is not a maximum record count. However, a person who is only uploading a file of email addresses is going to be able to upload more records than someone who is uploading full address info. Total file size should be 200 m or under.

Q: What is the new FCC ruling on domain name cleaning as it relates to CAN-SPAM?

A: The Consumer & Governmental Affairs Bureau, on delegated authority from the FCC, announces the publication of the list of wireless domain names, in accordance with an order previously approved by the FCC and information collections requirements previously approved by the Office of Management and Budget, both of which were already published in the Federal Register. Persons or entities sending Mobile Service Commercial Messages without prior express authorization from individual wireless subscribers must comply by Mar. 10, 2005. For more info visit:

<http://a257.g.akamaitech.net/7/257/2422/01jan20051800/edocket.access.gpo.gov/2005/05-4344.htm>