



The Cooperative E-mail Opt-out Service

*Please print these instructions for your convenience

Overview

The ***Cooperative E-mail Opt-out*** (CEO) Service is designed to help Email Marketers comply with the FCC's legislation concerning Opt-Out list maintenance and list cleaning which is required of all marketers engaged in email marketing. This service provides the subscriber with a process for:

- building an opt-out list
- providing recipients with an opt-out link
- scrubbing email lists before they are mailed
- maintaining a list of individuals and organizations authorized to clean email lists on their behalf
- reviewing complaints

Once signed up for the service, a subscriber may:

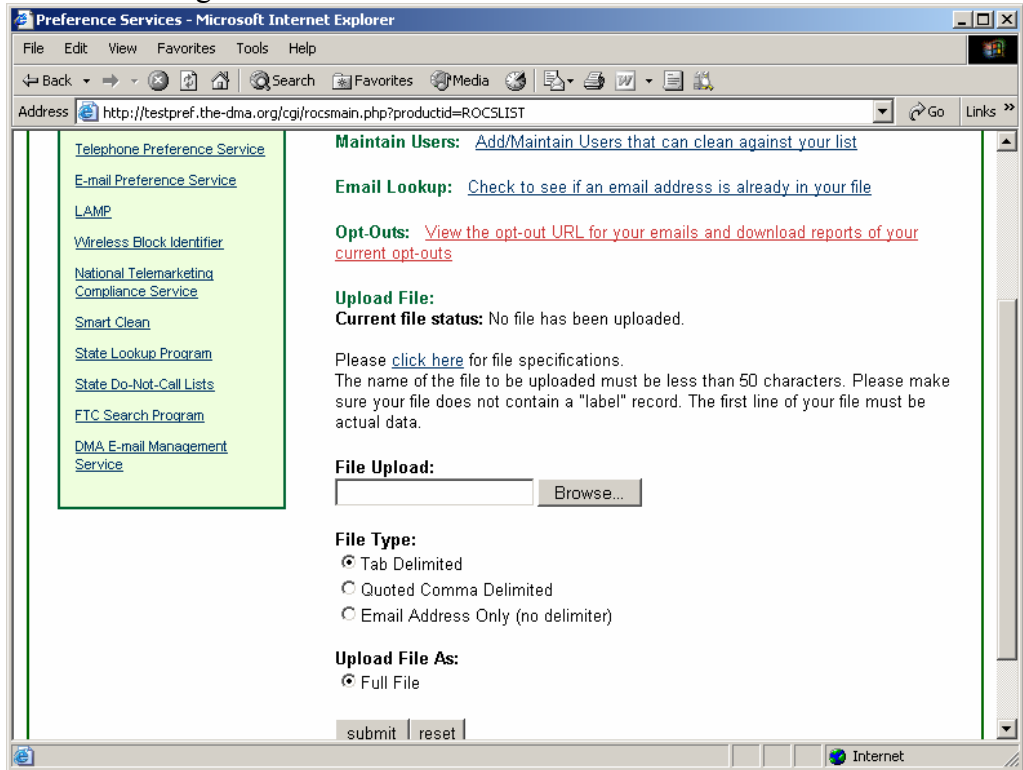
- Upload a current list of email opt-outs that have been accumulated to date.
- Maintain that list by adding new opt-outs received from different sources
- Access a URL that may be included in future email as an unsubscribe link. If so desired, the link can include a campaign code and the recipients email address. Once the recipient clicks on the link:
 - Their email address will automatically be placed on the subscribers opt-out list
 - If the link does not contain the recipients email address, he/she will be asked to enter it prior to being placed on the opt-out list.
 - If entered, the opt-out information will also include the campaign code.
- Lookup individuals in the opt-out database to determine if a specific email address is on the database, the date it was entered and the campaign (if applicable). This is especially important when responding to inquiries.
- Download a backup file of the database to be given to a supplier or as a source of research information.
- Print reports by date and campaign.
- Identify individuals that have access to the opt-out list.
 - By entering the email address of individuals authorized to scrub lists against the subscribers opt-out list the authorized party:
 - Will receive a user id (email address) and system generated password that will permit them to log on to the file cleaning process.
 - Once logged-on, will be able to upload email lists to be cleaned and returned on-line.
 - May look up individual email addresses in the subscribers opt-out database

Getting Started

Subscribe to the Cooperative Email Opt-out (CEO) Service and log-on using your user-id and password.

Click on the CEO link and go to the CEO home page

CEO Home Page



By scrolling to the bottom of the page, you will be able to upload a starting email opt-out file. Once the file is uploaded and added to the database, you will be given the option of uploading additions to the file. Uploaded files must be in .txt format with the email address in the first field.

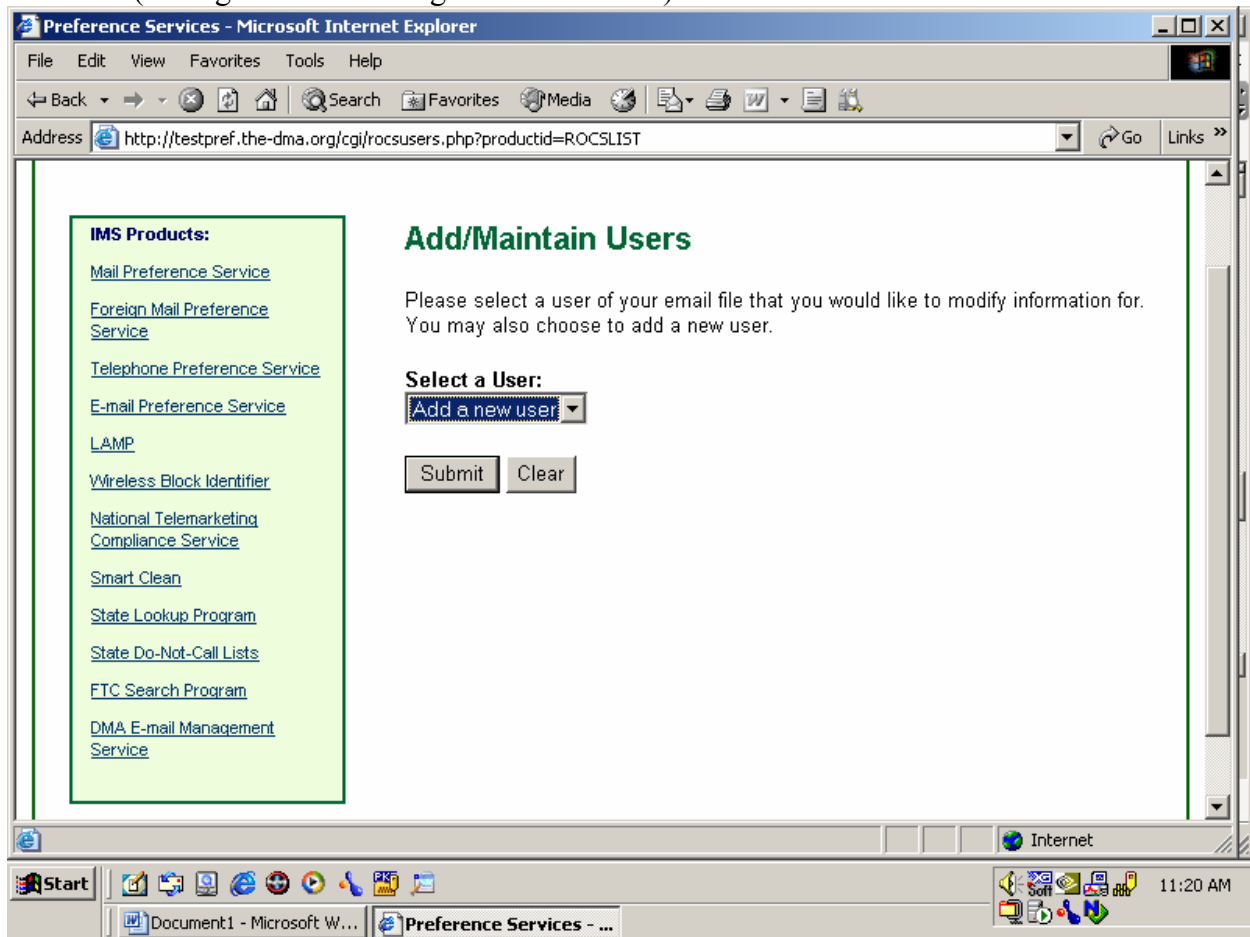
By clicking on the links at the top of the screen, you will be given the following options:

- Add Maintain Users that can clean files using your opt-out list (Exhibit 1)
- Check to see if an email is already on your list (Exhibit 2)
- View the unsubscribe URL to be included in your email messages (Exhibit 3)

Authorized users may log into the IMS home page (www.ims-dm.com) and click on to the CEO link. They will have the following options:

- Upload and clean an email list (Exhibit 4)
 - Authorized users will be charged a nominal fee for cleaning a file. The fees and payment method (credit card) are explained on this page
- Lookup email addresses on the database (Exhibit 2)

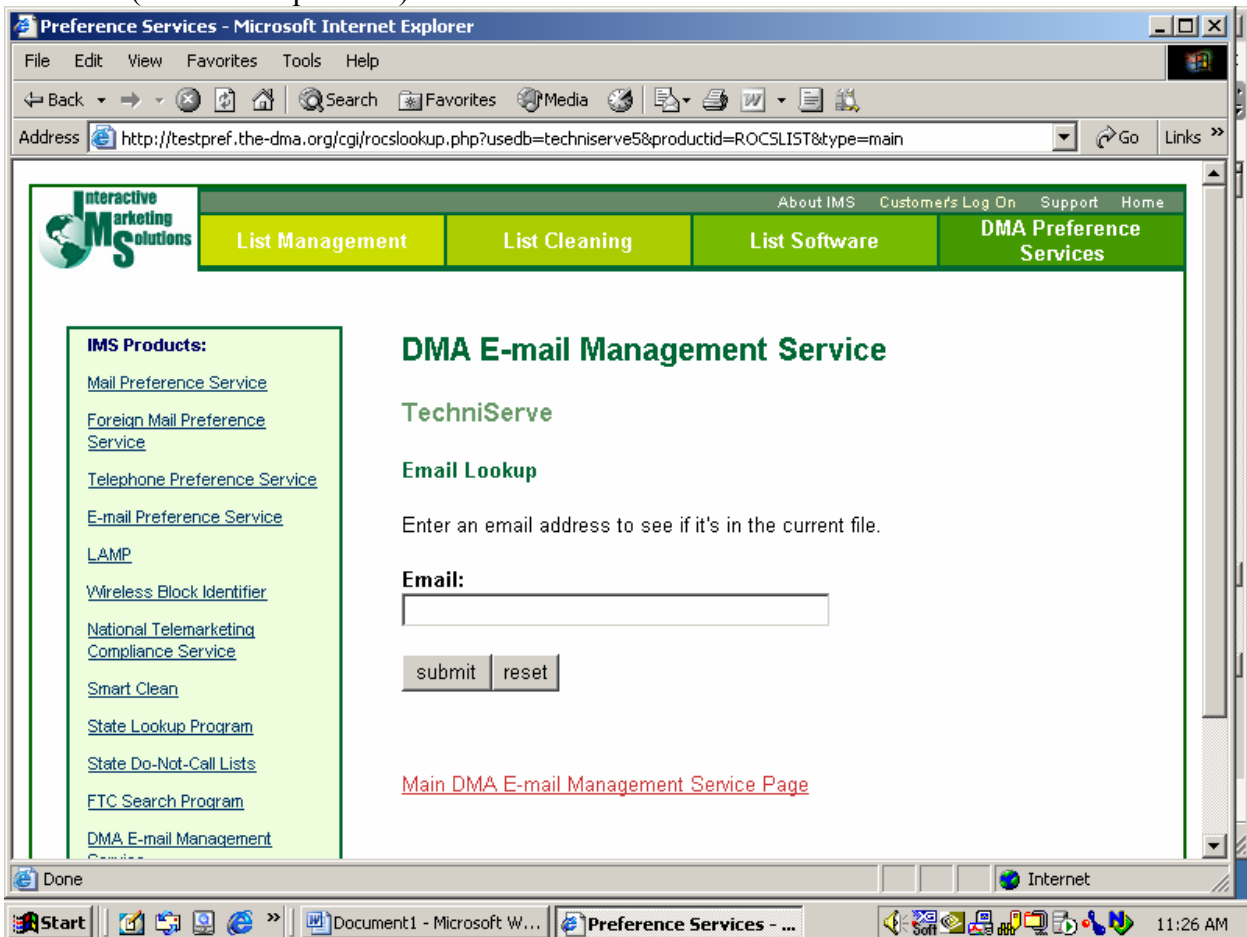
Exhibit 1 (adding and maintaining authorized users)



When a new user is added, a message will be sent to the added party informing them that they are now authorized to scrub email lists against your file. They are also sent their user-id (email address) and system generated password.

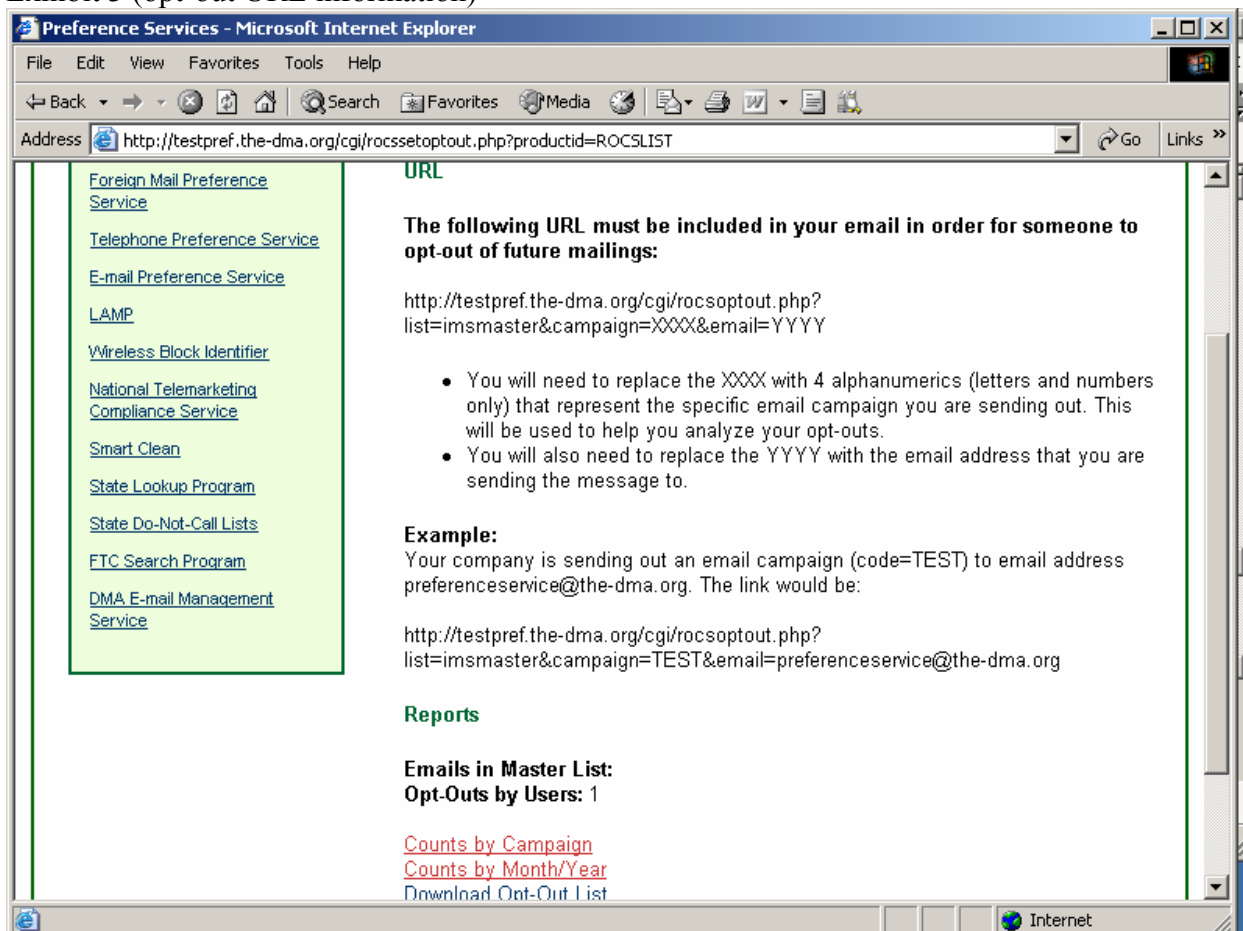
At any time you may review the assigned user's information, suspend cleaning privileges and check passwords.

Exhibit 2 (email lookup screen)



You may enter a email address to determine if it is included on the opt-out database. If included, the associated date and campaign code will be displayed.

Exhibit 3 (opt-out URL information)

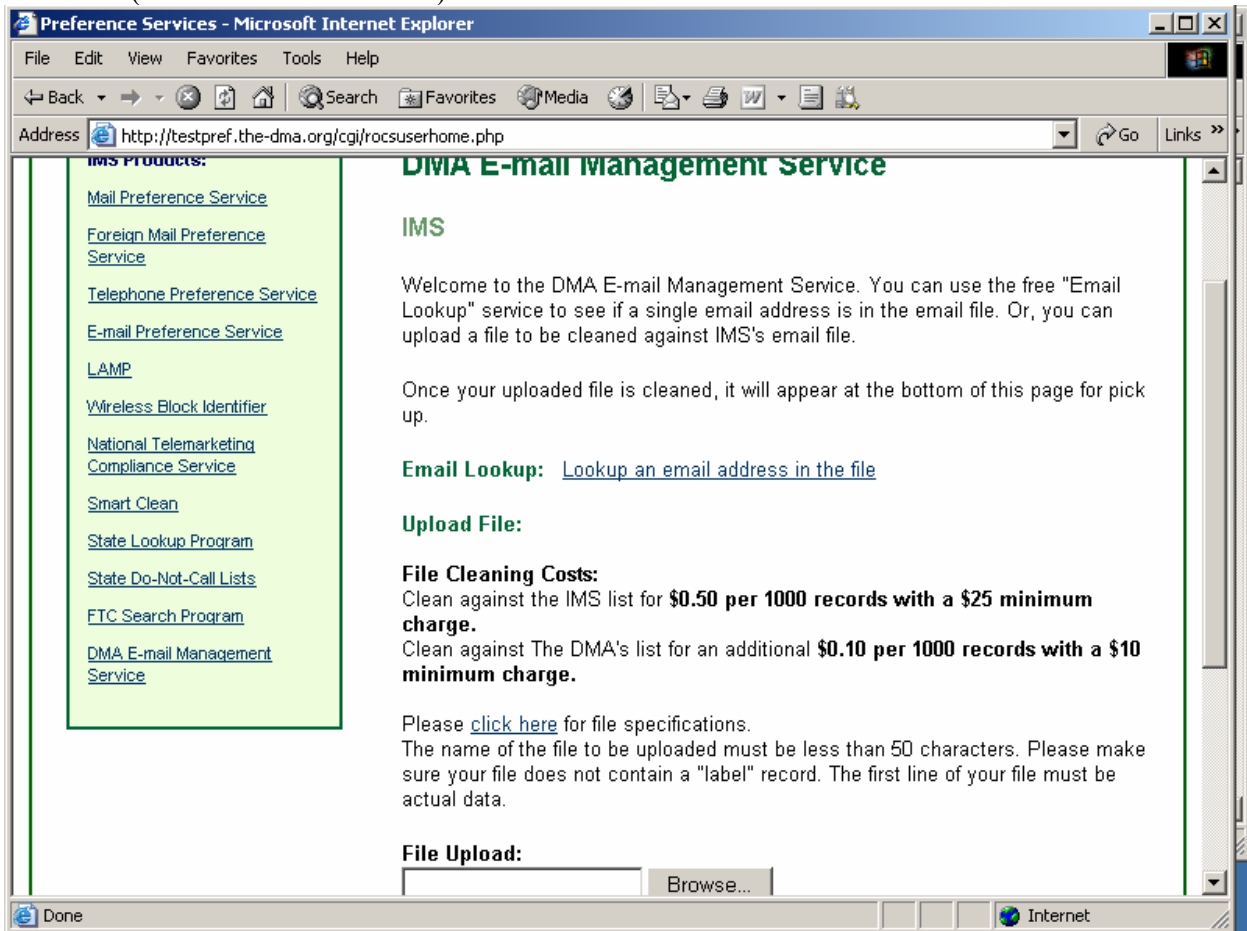


This page contains the opt-out URL and rules for its use. The URL address optionally includes the campaign code and recipients email address. If included, this information is automatically placed in the database once the recipient clicks the unsubscribe link in your email. If the email address is not included in the link, the recipient will be asked to enter his/her email address. If the campaign is not included, the resulting opt-out entry in the database will not include a campaign code.

Reports include:

- count of email addresses added by campaign
- count of email addresses added by month/year
- Download of the opt-out database

Exhibit 4 (Authorized user screen)



Authorized users of the system will log-on and receive this screen. They will then be able to upload and clean email lists for a nominal fee. They will also be given the option of having the list cleaned against the DMA's EMPS also.

Authorized users may also look-up individual email addresses to respond to inquiries or prior to sending out individual emails.