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MEMBERS!**



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# DMACHoice

ANA Consumer Preference Service

Data-driven industry's oldest and most reputable consumer choice tool in the nation.

## ANA's List Management/Hygiene Tools for Marketers and Fundraisers

Saves you thousands of dollars each time you mail while building brand trust by honoring consumer marketing preferences and enhancing your sustainability efforts:

- **DMACHoice** – our signature prospect mail **opt-out list** comprised of consumers who have asked not to receive marketing or donor mail from businesses and organizations with which they do not have an existing business relationship. Also includes deceased individuals, and those with health-related challenges – registered by their family or caretakers.
- **Deceased Do Not Contact List** – contains permanent opt-outs submitted by friends and family of the deceased.
- **Telephone Do Not Call Lists for Pennsylvania and Wyoming** – ANA is the official provider of the Pennsylvania and Wyoming state Do Not Call lists.
- **Email Opt-Out List** – comprised of consumers who have asked to be removed from unsolicited email promotional offers to their personal email accounts.

Visit the [ANA Center for Ethical Marketing](#) for additional knowledge-sharing and educational opportunities through committees, compliance tools, ethics issue alerts, guidelines, and tips.

## Annual Pricing & Contact Information

Product	ANA Member	Nonmember
<b>DMACHoice</b> mailers (brands and nonprofits)	\$2,750	\$5,500
<b>DMACHoice</b> service providers	\$2,750-\$27,500 <i>depending on size of mailing list</i>	\$5,500-\$55,000 <i>depending on size of mailing list</i>
<b>Deceased Do Not Contact List</b> end users	\$1,045	
<b>Deceased Do Not Contact List</b> service providers	\$1,375	
<b>Pennsylvania Do Not Call List</b>	\$495	
<b>Wyoming Do Not Call List</b>	\$465	
<b>Email Opt-Out List</b>	\$1,800-\$15,000 <i>depending on frequency of updates</i>	



**Questions? Contact us at:**

[ethics@ana.net](mailto:ethics@ana.net)  
[ana.net/accountability](http://ana.net/accountability)  
[DMACHoice.org](http://DMACHoice.org)



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## DMAchoice

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### Typical Case Studies:

#### Example 1:

The Widget Company sends a promotional mailing to 10,000 prospects costing the company \$6,000 in postage. By subscribing to DMAchoice, the company can scrub their prospect mail campaign before sending out the mailing to save hundreds of dollars on postage by cleaning their lists of deceased individuals, those with health-related challenges and unresponsive consumers.

#### Example 2:

A charitable organization sends out a mailing to 100,000 potential donors for a fundraising campaign costing the organization \$60,000 in postage. By subscribing to DMAchoice, the organization can save thousands of dollars which they can use to fund their digital advertising campaign; re-invest for a second mailing to prospective donors; or retain for other organizational efforts.

#### Example 3:

A health care provider sends out a mailing to 1 million prospects during open season for health insurance coverage costing the company \$600,000 in postage. By subscribing to DMAchoice, the company cleans their list; saves tens of thousands of dollars on postage; supports sustainability efforts while honoring consumers' marketing preferences.

