

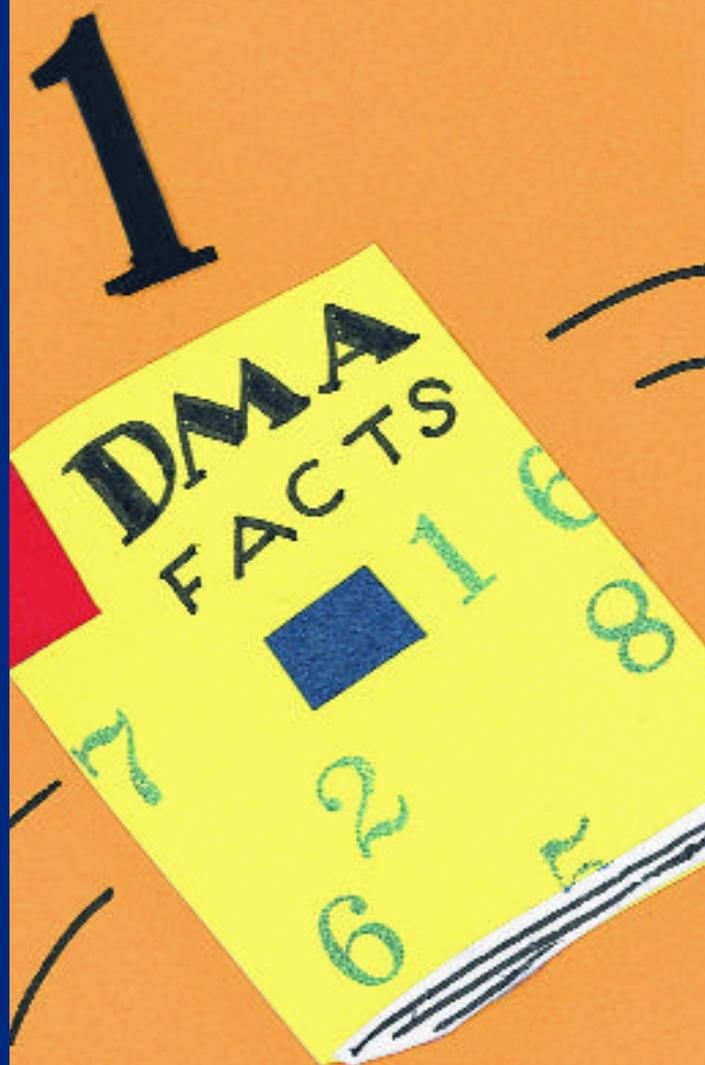
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*Selected resources and further information.*



# Important Sources.

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# Resources

## Governmental Agencies and Publications:

U.S. Postal Service Publications  
(available from your local Post Office)

### Designing Letter Mail

(Publication 25) A technical guide to designing letter mail for automation.

### Designing Reply Mail

(Publication 353) A step-by-step guide to designing Business Reply and Courtesy Reply Mail.

### Postal Addressing Standards

(Publication 28) A guide to the various U.S. Postal Addressing Standards.

### Address Information Systems Product Directory

(Publication 40) A guide to products which improve the quality of address files.

### Business Reply Mail

#### Accounting System

(Publication 46) Describes a system to reduce costs for Business Reply Mail users.

### National Change of Address

(Notice 47) Describes the NCOA system, which makes available current change of address information.

### Metering Your Mail

(Publication 125) A pamphlet on how to obtain and use meters.

### Addressing for Success

(Publication 221) Addressing for compatibility with automated processing equipment.

### U.S. Postal Publications

Available from the Superintendent of Documents, U.S. Government Printing Office, 941 North Capitol Street, NW Washington, D.C. 20402-9375.

### Domestic Mail Manual

Available on a subscription basis. The official manual of Postal Service regulations, procedures and services.

### Postal Bulletin

Available on a subscription basis. Issued biweekly with supplementary issues. Covers change in regulations and new services.

### National Five-Digit ZIP Code® and Post Office Directory

(Publication 65) Lists ZIP Codes for every mailing address in the United States.

### United States Postal Service

[www.usps.gov](http://www.usps.gov)

## Books/Organizations:

### Commonsense Direct Marketing

Drayton Bird  
NTC Business Books, 1990.

### Successful Direct Marketing Methods

Bob Stone  
NTC Business Books, 1997.

### The Direct Marketing Handbook

Edward Nash  
McGraw-Hill, Inc., 1992.

### Ogilvy on Advertising

David Ogilvy  
Crown Publishers, Inc., 1983.

### The Greatest Direct Marketing Sales Letters of All Time

Dick Hodgson  
Dartnell Press, 1986.

### How to Market a Product for Under \$500

Jeffrey Dobkin  
The Danielle Adams  
Publishing Co., 1996.

**Uncommon Marketing Techniques**

Jeffrey Dobkin  
The Danielle Adams Publishing Co., 1997.

**Direct Marketing Success**

Freeman F. Gosden, Jr.  
John Wiley & Sons, Inc., 1985.

**1998 Statistical Fact Book**

Direct Marketing Association, 1998.

**Do-It-Yourself Direct Marketing**

Mark S. Bacon  
John Wiley & Sons, Inc., 1997.

**Market 2 Win**

William James  
Market 2 Win, Inc., 1998.

**Directory of Mailing List Companies**

Todd Publishing  
800/747-1056  
www.toddpub@aol.com

**SRDS Direct Marketing List Source**

800/851-SRDS  
www.SRDS.com

**National Directory of Mailing Lists**

800/955-0231  
www.mediafinder.com

**American Marketing Association (AMA)**

312/648-0536

**The Advertising Mail Marketing Association**

202/347-0055

**National Mail Order Association**

612/788-1673

**Mail Advertising Service Association**

703/836-9200

**Direct Marketing Association (DMA)**

212/768-7277

**Advertising Mail Marketing Association Bulletin**

1333 F Street, NW, Suite 710  
Washington, D.C. 20004-1108

**Direct Magazine**

911 Hope Street  
6 Riverbend Station  
New Canaan, CT 06907-0979

**Direct Marketing**

Hoke Communications, Inc.  
224 7th Street  
Garden City, NY 11530-5771

**Direct Marketing News**

19 West 21st Street  
New York, NY 10010-6805

**Target Marketing**

North American Publishing  
401 N. Broad Street  
Philadelphia, PA 19108-9988

**The following articles are of particular interest:**

**How to Buy a Great Mailing List**

Jeffrey Dobkin  
*Direct Marketing*, December 1997.

**Lists: The Most Important Element in Any Mailing**

Jeffrey Dobkin  
*Direct Marketing*, July 1998.

**Direct Mail is King**

Scott Tangney  
LOBSENZSTEVENS

**101 Ways to Improve Your Response**

Alan Rosenspan  
*Direct Marketing*, July 1997.

**16 Techniques That Work**

Hallie Mummer  
*Target Marketing*, February 1996.

**Business-to-Business Direct Marketing—The Most Commonly Asked Questions**

Randy Bean  
*Direct Marketing*, June 1995.

**The Bright Future of  
Direct Mail**

Albert Fried-Cassorla  
*Direct Marketing*, 1998.

**Designed to Get Delivered**

Alicia Orr  
*Target Marketing*, June 1996.

**Direct Mail Campaigns  
Are a Match for  
Small Businesses**

Robert B. Cargill  
*The Business Journal*, July 21, 1997.

**Direct Mail Advertising  
Can Promote Any  
Product or Service**

*Arkansas Business*, August 18, 1997.

**Guess the Winner**

Tom Meyer  
*Target Marketing*, June 1997.

**Let's Examine Who You Are**

Murray Raphel  
*Direct Marketing*, July 1997.

**16 Pitfalls to Watch Out For**

Jack Schmid  
*Target Marketing*, February 1994.

**Targeting Prospects  
With Direct Mail**

Howard Scott  
*Nation's Business*, September 1997.

**Improve Your Direct Mail  
in One Day**

Alan Rosenspan  
*Direct Marketing*, March 1998.

**Who Says There's No Free Lunch?  
How About Follow-Up Mailings?**

Herschell Gordon Lewis  
*Direct Marketing*, September 1997.

**Four Sure-Fire Ways to Ensure  
Your Direct Mail Doesn't Work**

Jeff Spagnola  
*Direct Marketing*, February 1998.

**How to Pick the Best Format**

Pat Friesen  
*Target Marketing*, February 1997.

**Beating the Control**

Pat Friesen  
*Target Marketing*, May 1995.

**Special Report**

*U.S. News and World Report*,  
December 8, 1997.

**Improve Your Direct Mail  
in One Day**

Alan Rosenspan, Pat Friesen  
and Mary Ann Kleinfelter  
Excerpted from the *12th Annual  
Catalog Conference*.

**Local Resources:**

Finding help to get you started is closer than you think. Look to your local *Yellow Pages* to find everything from lettershop companies to freelance writers/art directors to stock houses for photography. The Internet is another great resource for virtually everything and anything. Don't forget to look into trade associations, as well.

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