

List Considerations

Everything that follows in the production and delivery of your mailing depends on the quality of the mailing list. **The mailing list is the step you should consider first** when planning a mailing. Determine to whom you wish to send your mailpieces and then determine how many contacts are on that list – if you wish to edit your mailing list, do so at this step so that once editing is completed you will know how many mailpieces you will need. If you keep the following points in mind, your mailing list will be of the highest possible quality and accuracy.

1. If you need help in assembling your list or have questions as to the best method use to assemble your list, please give EZMail a call – we will be happy to assist you.
2. If you have a SOI (Sphere of Influence) or a COI (Circle of Influence) or a Personal List (EZMail’s website description), please prepare it in Microsoft Excel format putting the contacts first name in column A, last name in column B, Company Name (if needed) in column C, Street Number and Name in column D, City in column E, State in column F and zipcode (5 or 9 digit) in column G.

c_f_nm	c_l_nm	c_company	c_add1	c_add2	c_city	c_state	c_zip	c_em	c_phone	ml_key
The	Family at		3404 Apple		St Charles	MO	63301			Larry Dolan Stable Ridge
	The Family at		3408 Apple		St Charles	MO	63301			Larry Dolan Stable Ridge
The Family at			3409 Apple		St Charles	MO	63301			Larry Dolan Stable Ridge
The Family	at		3412 Apple		St Charles	MO	63301			Larry Dolan Stable Ridge
Larry	Dolan		3413 Apple		St Charles	MO	63301			Larry Dolan Stable Ridge

Once your list is completed, you may transmit it to EZMail by email (preferred), CD, or diskette. When your SOI is received by EZMail, it will be CASS (Coding Accuracy Support System) certified – a process dictated by the United States Postal Service (USPS) to assure only addresses that match an entry in their master national database are used on Presort Standard Automated Mail (the lowest postage rate). **If there are addresses that do not pass this process, you will receive a report from EZMail listing them. It is your responsibility to research the corrections and then edit the addresses on EZMail’s website** in your personal list. Until the addresses are correct, we cannot use them in a mailing – they will be omitted from mailings until they are corrected on EZMail’s website. If you are a new customer of EZMail’s, and send us a Personal List you will be enrolled on EZMail’s website www.ezmailllc.com. Your username will consist of your first initial and your entire last name – for instance in my case, my username would be ldolan. You will be given a temporary password (which you may change at any time on the website) which will be identical to you username. Once you are enrolled, your Personal List will be uploaded by EZMail into your ‘Personal Mailing List Contacts’ section on EZMail’s website. Once uploaded, you may add, delete or edit any or all of your contacts **(PLEASE NOTE, do not use punctuation on any EZMail website mailing lists)**. You are responsible for keeping your Personal List updated – EZMail will always use your website

Personal List when you instruct us to use your SOI, COI or Personal List on any individual mailing job.

The screenshot displays the EZMail website interface. At the top left is the EZMail logo with the tagline "Direct Mail Solutions". To the right, it says "Direct Mail Solutions" and "Click Today. Mail Tomorrow". Below the logo is a vertical navigation menu with buttons labeled .01 HOME, .02 ABOUT US, .03 PRICING, .04 LINKS, and .05 CONTACT US. To the right of this menu are four colored buttons: CUSTOMER LOGOUT (green), HOW IT WORKS (orange), POSTCARD DESIGN STUDIO (blue), and MANAGE MAILING LIST (yellow). A greeting "Hello, Larry Dolan" is displayed. Below the greeting is a message: "The new EZ Mail website is currently in Live Beta test mode. Please report any issues, suggestions, or comments using the Contact Us page." On the right side, there is a "Sign Out" link. The main content area is titled "Hello, Larry Dolan! Your Account" and includes a "Your Account" section with links for "Customer" and "Password". Below this are three sections: "Personal Mailing List Contacts" with "Add" and "Manage" links; "Geographic Lists" with a "Manage" link; and "Job Mailing Lists" with "Add" and "Manage" links. At the bottom of this section is "Customer Communications" with a "View Documents" link. On the left side, there are three promotional banners: "FREE DESIGN CENTER" (Customize any of our professionally designed templates online in only minutes! GET STARTED >), "MAILING LIST MANAGER" (Add/Manage, Buy & Modify Geographic List, Combine Personal & Geographic List for Specific Jobs. GET STARTED >), and "NEED JUST A FEW CARDS?" (EZ Mail is now offering high quality printing on low qty print runs... at prices that won't break your wallet. MORE DETAILS >>). At the bottom of the page, there is a footer with navigation links (Home, About, How It Works, Pricing, Links, Contact Us), copyright information (Copyright ©2005 EZMail, LLC - All Rights Reserved. powered by websitepipeline), and "Admin Login | CS Logi".

3. Please do your editing on EZMail's website. If you choose not use EZMail website, only send us your Personal List if it is changed from the last list you sent us – each time you send us a list, we will assume it is different from the previous version and reformat it for our system.
4. If you wish to mail to non Personal List contacts, you may do so in many ways. If you have lists to which you mail frequently, EZMail recommends that you upload those lists to the website. There is no requirement to have these lists on EZMail's website – they may be emailed (preferred) or transmitted by CD or diskette. If you wish to have these lists uploaded to EZMail's website, they must be formatted exactly according to EZMail's guidelines in order to avoid formatting charges (see sample format above). Each of these lists will be uploaded into the 'Geographic Lists' section of the EZMail website. Each list will be shown as a separate entity and will be

named by combining the customer's first and last name with a brief description of the content of the list. For instance a list belonging to me containing addresses for Kiefer Creek Woods subdivision would be named Larry Dolan Kiefer Creek Woods. Geographic Lists must be used in their entirety. We recommend determining your mail list quantity and then producing a quantity of mailpieces to match.

5. When you have your lists located on the website (additional ones may be added at any time) you are ready to take advantage of the website to easily and quickly create mailing lists for specific mailing jobs (please refer to the website mailing list operation document for detailed instructions). When you create a 'Job Mailing List', EZMail receives a copy of that list via email and will match it with your mailpieces when they arrive. Please be careful to name your Job Mailing List according to EZMail's request – begin the name of the list with your first and last name and then a name reflecting the purpose of the mailpiece. For example if I were mailing a postcard advertising the listing of 123 Easy Street, I would name the list 'Larry Dolan 123 Easy Street Just Listed'. Your Job Mailing List should be created before your mailpieces arrive at EZMail, otherwise your mailing will be delayed while we wait for your mailing list to arrive.