



# Data Services

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## *Merged Mail TMC Programs*

### **Overview**

Willowbend manages the mailing lists for newspapers who wish to jointly suppress their subscribers in a TMC Mailing program in certain areas. The file that is provided for mailing has only addresses that are not subscribers to any of the merged publications.

### **Benefits**

Mailing TMC programs is an expensive prospect. In some markets several newspapers have subscribers that reach both different and some of the same households. Willowbend provides the central processing and security to handle the creation of the mailing file from multiple subscriber file inputs. The mailing file can be provided to the mailer directly from Willowbend.

### **Requirements**

- A CDS mailing file from one or each of the parties involved is required. Willowbend can provide the CDS file if none exists between the parties.
- A subscriber address file, with the subscriber types each party wishes to suppress must be provided.
- A Do Not Mail and VIP file, if available, can be provided.
- The output format required by the mailer must be provided.
- The parties must have the ability to access Willowbend's ftp site.
- Files must be provided in text format if possible to avoid additional charges.
- Custom requirements such as "feathering" apartments, or mailing businesses can be specified.

### **Deliverables**

Willowbend will process the supplied files and provide:

- A text file of the addresses to be mailed with all relevant mailing information included. Custom formats can be specified at additional cost.
- A USPS 3553 CASS and DPV form will be supplied to verify the quality of the mailing list.

Contact Willowbend Corporation for more information

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