

The addition or removal of your address from the ADVO mailing list is a service offered at no charge by ADVO, Inc. This free service takes five to six weeks from the date your request is processed to be in effect.

There are three ways to have your address added or removed from our mailing list:

1. Call ADVO's Consumer Assistance Line toll-free at 1-888-241-6760, 8:30 a.m. to 5:00 p.m. eastern standard time.
2. Send us in writing your name, full address including any apartment and or unit number, along with your signature to:

**ADVO, Inc.**  
**Consumer Assistance**  
**P.O. Box 249**  
**Windsor, CT 06095**

3. From our website (About ADVO, Consumer Support) fill in as requested and hit send.

Once we receive your request, your address will be added or removed from our mailing list. It takes five to six weeks before either will become effective.

Other Facts regarding the removal of your address:

Your removal status is in effect for five years. To remain on the same status, you will have to contact us again 90 days before the end of the five-year term.

If you move or change your residential address, you must advise ADVO of your new address.

Although you have sent a request into ADVO asking that your address be removed from our mailing list, which will reduce the amount of mail you receive; it will not stop all of the unsolicited mail sent to your address. You may also wish to contact The Direct Marketing Association's Mail Preference Service, which has been helping consumers limit the national advertising mail they receive. They can be contacted via their web site [www.dmaconsumers.org](http://www.dmaconsumers.org) or in writing to: Mail Preference Service; The Direct Marketing Association; P.O. Box 9008; Farmingdale, NY 11735

By removing your address from our list you will no longer receive the valuable ShopWise\ cost saving and sale advertisements including information from area merchants (such as grocers and other retailers).

### **Frequently Asked Questions**

There are several instances where ADVO cannot comply with a written request to remove an address from our mailing list. Here are the most frequently asked questions regarding situations where we cannot comply with your request:

#### **Q - Why does it take so long to be removed from the mailing list?**

A – The Missing Child Card, which contains the address, is printed in advance.

#### **Q – Does ADVO sell my name and address to other companies to be used on their mailing lists?**

A – ADVO rents their address list to other companies for specific mailing. If your address is removed from ADVO’s list, it is suppressed when the list is rented to other direct mail marketers.

**Q – I’m still getting mail even though its been six to eight weeks since I sent in the request to be removed from ADVO’s mailing list. Why am I still getting advertising circulars from ADVO?**

A – There are several reasons why this may happen:

1. Sometimes it is not an ADVO mailing. Please check the area where your address appears on the label and verify that the return address is ADVO. If it is not, then you should contact the retailer on the advertising piece to ask them to remove your name and address from their mailing list.
2. The circulars are still being delivered without the Missing Child Card (address label). If this is the case, please notify us so we can contact the Post Office to advise them that you were removed from ADVO’s mailing list and that ADVO is no longer sending you the circulars.
3. There are times when the circular and Missing Child Card delivered is not for your residence. Please be sure to check the address on the Missing Child Card. If it is not your mailing address, the Post Office inadvertently delivered the mail to your residence. If this is the case, please let us know so we can contact your local Post Office to first advise them you have been removed from ADVO’s mailing list and that you are receiving mail that is not addressed to your residence.
4. On occasion you will receive circulars with your name printed above your address with ADVO’s return address on the label. We provided the mailing service, but the name and address came from the company or retailer’s own mailing list. Please contact the retailer on the advertising piece to ask them to remove your name and address from their mailing list.
5. ADVO mails to several parts of the country using what is know as RURAL ROUTE designations. These rural route mailing are distributed by the Post Office to every boxholder within the geography covered by a rural route. Consequently, your mailing address is within a rural route designation, we cannot eliminate mailings to your individual address. We are in the process of converting these types of addresses to one in which we carry the exact location. in this case, we will keep you request to be deleted from our mailing list on file and when we convert your address we will also apply the removal request to your residential address.
6. If you live in an apartment complex, condominium complex, trailer part, etc, the carrier delivers a bundle of circulars to the complex. This is known as a drop stop. With a drop stop, ADVO does not have the specific apartment, space, and or unit numbers to which we would deliver the mail. We have a total number of circulars that need to be delivered to that location. The property management is responsible for the distribution of the mailings or the residents to pick up the circulars for their unit or apartment. In a drop stop situation we cannot eliminate the mailings to that particular location at this time.

**Q – So once I am removed from ADVO’s mailing list, I shouldn’t get any advertising mail?**

A – We can only remove your address from our mailing list. You will continue to receive circulars from other direct mail advertisers, companies with which you do business, local merchants, political organizations and requests for charitable contributions. It is our recommendation that you contact each of these companies directly.

**Q – As a landlord, how can I stop the mailing to my apartment building**

A – Each tenant must request the removal individually by one of the three ways discussed on our website.