

Category Listing of Suppliers to the Catalog, E-commerce and Multichannel Industries

Agencies/Consultants/Creative	30
Collection/Payment Processing	33
Contact Centers	33
Customer Relationship Management	36
Database Marketing Solutions & Services.....	37
E-commerce Marketing	39
E-mail Services	40
Fulfillment & Operations	41
Insert Media Services/Package Inserts	44
International Services	45
Lists	45
List Services	52
Paper	53
Personnel Recruiters	53
Print/Production.....	53
Response Boosters.....	55

Agencies/ Consultants/ Creative

Catalog Creation Agencies/Developers

Bel-Aire Associates
New York, NY
(212) 696-5200;
(800) 693-3332
www.bel-aire.com

Caribbean Creatives
Orlando, FL
(407) 299-4480
www.cioffari.com

Catalog Design Studios
Charlestown, RI
(401) 524-6097
www.catalogdesign
studios.com



Catalogs by Lorel
590 N. Gulph Rd.
King of Prussia, PA
phone: (610) 337-2343;
(800) 967-2682
fax: (610) 768-9511
sales contact: Philip
Donahue
inf@lorel.com
www.catalogsbylorel.com

A nationally recognized,
full-service catalog agency
that specializes in motivat-
ing prospects to buy across
multiple channels.

The Chicago Catalog
Group, Chicago, IL
(312) 337-7100
www.chicagocatalog.com

The Coastal Group
(212) 505-6000

New York, NY
www.thecoastalgroup.com

e-Diner Design &
Marketing
Highland Mills, NY
(845) 928-6075
www.e-dinerdesign.com

Focus/Graphics
St. Louis, MO
(314) 991-1698; (888)
583-3960
www.focusgraphics.com

Hennerberg Group
Colleyville, TX
(817) 318-8100
www.hennerberg.com

McIntyre Direct
Portland, OR
(503) 286-1400
www.mcintyredirect.com

PALO Creative
Boardman, OH
(330) 629-9056;
(866) 629-PALO, ext.7256
www.palocreative.com

ThinkTankDesigns
Chino Hills, CA
(909) 393-6363
www.thinktankdesigns.
com

Consultants

Altman Dedicated Direct
STRATEGY... TACTICS... RESULTS

Altman Dedicated Direct
853 Academy St.
Rural Hall, NC
phone: (336) 969-9538
fax: (336) 969-0187
sales contact: Shari
Altman

e-mail: saltman@altman
dedicateddirect.com
URL: www.altman
dedicateddirect.com

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challenges, providing
affordable and actionable
solutions. Services: loyalty
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continuity/auto-
replenishment, customer
acquisition, merchandis-
ing support, strategic
guidance. Client com-
ments: "... professional,
hardworking, creative,
honest" and "... see the
big strategic picture ...
able to execute details."
Twenty-five-year seasoned
professionals offer "one-
stop" strategy and execu-
tion for multichannel
marketers.

F. Curtis Barry & Co.
Richmond, VA
(804) 740-8743
www.fcbarry.com

FORTE/Supply Chain &
Distribution Consultants
Mason, OH
(513) 398-2800
www.forte-industries.com

IER Partners
Black Forest, CO
(719) 495-2354



Junction Solutions

250 Parkway Drive
 Lincolnshire, IL
 phone: (847) 947-7950
 fax: (847) 947-7952
 sales contact: Mike Frauenhoffer
 e-mail: info@junctionsolutions.com
 URL: www.junctionsolutions.com

JunctionMCR™ from Junction Solutions. Junction Solutions delivers comprehensive enterprise solutions to multichannel retailers, direct-to-consumer companies and business-to-business catalog companies. With JunctionMCR™, the entire retail stream — catalog campaigns, order management, supply chain, e-commerce and point-of-sale — can be operated and analyzed together to enable new opportunities for profitable growth through any sales channel.
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Lenser

899 Northgate Drive, Ste. 410
 San Rafael, CA
 phone: (415) 446-2500
 fax: (415) 479-2280
 sales contact: Michele Salmon
 e-mail: info@lenser.com
 URL: www.lenser.com
See ad on pg. 39

Lett Direct Inc.

Box 5, Bethany Beach, DE
 phone: (302) 537-0375
 fax: (302) 537-1920
 sales contact: Stephen R. Lett
 e-mail: steve@lettirect.com
 URL: www.lettirect.com
See ad on pg. 43

Liz Kislik Associates LLC
 Rockville Centre, NY
 (516) 568-2932
 www.lizkislik.com

Sedlak
 Highland Hills, OH
 (216) 206-4700
 www.jasedlak.com

Copywriters

Lila Freilicher
 Brooklyn, NY
 (718) 789-7411

Gene BeHage Consulting Ltd.
 Beverly Shores, IN
 (219) 878-1494
 www.genebehage.com

Martin Gross & Friends
 New York, NY
 (212) 689-0772



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 or
 Toll-free: 1.888.207.1109

Contact Us for a FREE 10-point SEO Report Card of Your Website

Visit catalogsuccess.com/infocenter

AGENCIES/CONSULTANTS/CREATIVE

Really Good Copy Co.
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(860) 659-9487
www.reallygoodcopy.com

Direct Marketing Agencies



Belardi Ostroy ALC
16 West 22nd St.
New York, NY
phone: (212) 924-1300
fax: (212) 381-1745
sales contact: Brian Delaite
e-mail: sales@boalc.com
URL: www.belardiostroyalc.com

Belardi/Ostroy is one of the direct marketing industry's leading providers of list management, list brokerage, list compilation, insert media, database and Internet marketing services, customized research, and creative/strategic consulting. Our mission is to provide the absolute best service to our clients.
See ads on pgs. 17, 27 & 62

Customer Communications Group
Denver, CO
(303) 986-3000;
(800) 525-0313
www.customer.com

Epsilon
Wakefield, MA
(781) 685-6825
www.epsilon.com

Gilbert Direct Marketing
6189 Vista Linda Lane
Boca Raton, FL
(561) 302-1719

sales contact: Jim Gilbert
e-mail: jimdirect@aol.com
See ad on pg. 28

J. Schmid & Associates
5800 Foxridge Drive,
Ste. 200
Mission, KS
phone: (913) 236-8988
fax: (913) 236-8987
contact: Robin Caton
robinc@jschmid.com
URL: www.jschmid.com
See ad on pg. 45

Lunar Cow
Akron, OH
(800) 594-9620
www.lunarcow.com



MeritDirect
333 Westchester Ave.
White Plains, NY
phone: (914) 368-1000
fax: (914) 285-0032
sales contact: Ralph Drybrough
e-mail: rdrybrough@meritdirect.com
www.meritdirect.com

MeritDirect is a recognized leader in the B-to-B and B-to-C direct marketing industry, offering marketers an integrated marketing solution. Services include list brokerage, list management, customer list enhancement and optimization, marketing databases, and interactive services. MeritDirect specializes in B-to-B, e-mail and high-tech list management.
See ad on pg. 25

Nordis Direct
Coral Springs, FL
(954) 323-5500;
(800) 208-1169
www.nordisdirect.com

Ventura Associates Inc.

Ventura Associates Inc.
1040 Avenue of the Americas
New York, NY
phone: (212) 302-8277,
ext. 3003
fax: (212) 302-2587
contact: Marla Altberg
e-mail: maltberg@sweepspros.com
www.sweepspros.com

Web Direct Marketing
Wheeling, IL
(847) 459-0800;
(877) 841-2841
www.webdirectmktg.com

Mergers, Acquisitions & Company Valuations

West Companies
245 E. 63rd St., Ste. 1723
New York, NY
(212) 319-7069
sales contact: Larry West
e-mail: dmgrowth@yahoo.com
URL: http://home.att.net/~westcompanies

Photographers/Photographic Equipment



Litestage Lighting Systems
904 Fairway Drive
Bensenville, IL
phone: (630) 860-7998;
(800) 783-7999
fax: (630) 860-9181
sales contact: Tom Boggs

sales@litestage.com
URL: www.litestage.com

Litestage is a complete, self-contained, do-it-yourself lighting system for catalog and Web site photography. Litestage will dramatically improve the quality of your images and save you both time and money immediately. Designed for digital and film cameras. Uses strobe and tungsten lights.
See ad on pg. 65

Ricco Photography
Milwaukee, WI
(414) 645-6450
www.ricco.com

Trade Associations

The Direct Marketing Association
New York, NY
(212) 790-1500
www.the-dma.org

New England Mail Order Association
Portland, ME
(207) 253-1855
www.nemoa.org

Trade Show Management

The Direct Marketing Association
New York, NY
(212) 790-1500
www.the-dma.org

Collection/Payment Processing

Alternative Payments

Bill Me Later
Timonium, MD
(443) 921-1949
www.i4commerce.com

Payment Processors

TransFirst ePayment Services
Omaha, NE
(402) 399-9777;
(888) 541-9800
www.epay.transfirst.com

Contact Centers

Call Center Equipment and Software



Junction Solutions
250 Parkway Drive
Lincolnshire, IL
phone: (847) 947-7950
fax: (847) 947-7952
sales contact: Mike Frauenhoffer
e-mail: info@junctionsolutions.com
URL: www.junctionsolutions.com

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DNC Compliance Solutions

Call Compliance/Teleblock
Glen Cove, NY
(516) 674-4545;
(888) 674-6774
www.callcompliance.com

Inbound Contact Centers, Outsourced

24-7 INtouch
Toronto, ON, Canada
(800) 530-1121
www.24-7intouch.com

Advanced Data-Comm
Dubuque, IA
(800) 582-9501
www.advanced-data.com

AnswerNet Network
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www.answer.net

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Best Call Center

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Naples, FL
phone: (239) 643-2477
fax: (239) 643-2356
sales contact: Todd Eric
e-mail: todd@bestcall
center.net
See ad on pg. 69

Catalog Retail Marketing
International
Newport, VT
(802) 334-1000
www.crimi.cc



The Connection

11351 Rupp Drive
Burnsville, MN
phone: (800) 883-5777
fax: (952) 948-5498
contact: Jennifer Twa
sales@the-connection.com
www.the-connection.com

The Connection is an award-winning, U.S.-based, live operator call center service agency specializing in providing superior service, quality and customized solutions to the catalog and direct marketing industries. Our primary call center services include: sales with upsells, order processing and customer service.



cyber city teleservices, ltd.

Cyber City Teleservices

401 Hackensack Ave.
Hackensack, NJ
phone: (800) 496-9655,
ext. 1212
fax: (201) 567-3384

contact: Erv Magram
e-mail: emagram@
cctl.com
URL: www.cctl.com

Cyber City Teleservices is the only offshore call center specializing in catalog clients. Owned and operated by former catalog owners, we know the level of service required, and we deliver with 2,500 accent-neutral, college-educated agents. Reduce your in-house call center staff to manageable levels and outsource the overflow to this quality provider, since our charges usually are less than the cost of your in-house call center.

See ad on pg. 11

Hamilton Contact
Center Services
Aurora, NE
(402) 694-4343;
(800) 972-3237
www.hamiltontm.com

Intellicom Contact
Centers
New Delhi, Delhi, India
(213) 270-6723,
(866) 254-6325,
ext. 3021
www.intellicomcenters.com



Midco Call Center

4901 E. 26th St.
Sioux Falls, SD
phone: (800) 843-8800
fax: (800) 910-5655
sales contact: Ryan Mette
e-mail: inbound@

midcocall.com
www.midcocall.com

Midco Call Center is an inbound call center specializing in full catalog and order-entry processing 24 hours a day, 365 days a year. With Midco, you'll get:

- ◆ seamless imports and exports into your order-processing system;
- ◆ customer support;
- ◆ order status & tracking;
- ◆ cross-sell, upsell, quantity upsell;
- ◆ geographical retail location service;
- ◆ catalog & literature requests;
- ◆ e-mail response support, and much more.

NOVO 1
Waukesha, WI
(262) 827-6421;
(877) 810-7171
www.novo1.com

OKS - Ameridial
Worldwide
North Canton, OH
(330) 497-4888;
(800) 445-7128
www.oksameridial.com

Pike Communications
Beverly, MA
(800) 331-PIKE, ext. 7453
www.pikecommunications.com

RSVP Call Center
Service
New York, NY
(212) 744-8100; (888)
872-7787
www.rsvpusa.com

Outbound Contact Centers, Outsourced

Best Call Center

1414 Rosemary Lane
Naples, FL
phone: (239) 643-2477
fax: (239) 643-2356
sales contact: Todd Eric
e-mail: todd@best
callcenter.net
See ad on pg. 69



cyber city teleservices, ltd.

Cyber City Teleservices

401 Hackensack Ave.
Hackensack, NJ
phone: (800) 496-9655,
ext. 1212
fax: (201) 567-3384
contact: Erv Magram
emagram@cctl.com
URL: www.cctl.com

Cyber City Teleservices is the only offshore call center specializing in catalog clients. Owned and operated by former catalog owners, we know the level of service required, and we deliver with 2,500 accent-neutral, college-educated agents. Reduce your in-house call center staff to manageable levels and outsource the overflow to this quality provider, since our charges usually are less than the cost of your in-house call center.

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Recording and Quality Monitoring

Mercom Systems

9 Polito Ave., 9th Floor
Lyndhurst, NJ
phone: (201) 507-8800,
(888) MERCOM1 (637-2661)
fax: (201) 507-5554
sales contact: Kristyn Emenecker
e-mail: sales@mercom.com
URL: www.mercom.com

Mercom provides award-winning multimedia recording and evaluation tools to catalog contact centers. Our solutions help catalogers large and small retain customers and employees, reduce interaction handling time, enhance employee skill sets, increase order revenue, and minimize training costs. We invite you to find out what Mercom can do for you!
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Verint Systems
Lyndhurst, NJ
(201) 507-8800; (888) 637-2661
www.verint.com

Voice-recognition Solutions



Verascope

1101 31st St., Ste. 190
Downer's Grove, IL
phone: (847) 919-8150
fax: (847) 919-8150
sales contact: Tom Prosia
e-mail: tprosia@verascope.com
URL: www.verascope.com


Verascope provides hosted voice services and premises-based platforms that link today's converging Internet and telecommunications industries. Our products bring new levels of voice accessibility to e-commerce businesses, enabling catalog com-

panies and retailers to deliver Web content and services to more than 1.5 billion telephone users worldwide.

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WHEN IT COMES TO HOMEOWNERS, LET'S GET SPECIFIC.
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In partnership with a leading list and modeling company, HomeData is proud to offer some unique data segments, both hotline and historical. By using a sophisticated match logic, in conjunction with a trend analysis model, which indicates the propensity of certain defined groups to live within specified geography, HomeData can now offer you the following families within both our New Homeowner and Homeowner databases.

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www.HomeData.com



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Customer Relationship Management

Campaign Management Software



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(888) 845-4544
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sales@gotcorp.com
www.campaigner.com

GOT Corporation's Campaigner products enable organizations to have highly personalized one-to-one e-mail dialogues with their customers. The Campaigner on-demand platform allows organizations to quickly implement effective and relevant permission-based e-mail marketing campaigns. Organizations can communicate with customers, measure how they respond, and analyze those responses to interact in a more intelligent, automated way.



Junction Solutions
250 Parkway Drive
Lincolnshire, IL
phone: (847) 947-7950
fax: (847) 947-7952
sales contact: Mike Frauenhoffer
e-mail: info@junctionsolutions.com
URL: www.junctionsolutions.com

JunctionMCR™ from Junction Solutions. Junction Solutions delivers comprehensive enterprise solutions to multi-channel retailers, direct-

to-consumer companies and business-to-business catalog companies. With JunctionMCR™, the entire retail stream — catalog campaigns, order management, supply chain, e-commerce and point-of-sale — can be operated and analyzed together to enable new opportunities for profitable growth through any sales channel.

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SAS, Retail Division
Middleton, MA
(978) 646-8100
www.sas.com/retail

The #1 MYTH in the list industry...

“Researching datacards is time consuming and inaccurate.”

FACT . . .

It's never been more efficient to locate and evaluate highly targeted marketing opportunities by:

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FACT . . .

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The **mln® Datacard Database** is the most comprehensive and up-to-date research tool available for direct marketers and

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Get The Word Out — DataCard Dispatch is the fastest and most effective direct marketing e-mail notification service.

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Altman Dedicated Direct

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fax: (336) 969-0187
sales contact: Shari Altman
e-mail: saltman@altmandedicateddirect.com
URL: www.altmandedicateddirect.com

We zero in on your challenges, providing affordable and actionable solutions. Services: loyalty marketing/retention, continuity/auto-replenishment, customer acquisition, merchandising support, strategic guidance. Client comments: "... professional, hardworking, creative, honest" and "... see the big strategic picture ... able to execute details." Twenty-five-year seasoned professionals offer "one-

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Customer Insight Group
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(303) 422-9758
www.customerinsightgroup.com

Database Marketing Solutions & Services

Cooperative Databases



MeritDirect
333 Westchester Ave.
White Plains, NY
phone: (914) 368-1000
fax: (914) 285-0032
sales contact: Ralph Drybrough
e-mail: rdrybrough@meritdirect.com
URL: www.meritdirect.com

MeritDirect is a recognized leader in the B-to-B and B-to-C direct marketing industry, offering marketers an integrated marketing solution. Services include list brokerage, list management, customer list enhancement and optimization, marketing databases, and interactive services. MeritDirect specializes in B-to-B, e-mail and high-tech list management.
See ad on pg. 25

Database Analysis/Design/Development

A B A C U S

Abacus
2550 Crescent Drive
Lafayette, CO
phone: (877) 368-2532
fax: (303) 410-5595
sales contact: Linda Maxwell
lmaxwell@abacus-us.com
www.abacus-us.com

Abacus is a leading provider of cooperative data, data management

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CMS Direct
Minneapolis, MN
(763) 450-6300
www.cmsdirect.com

Donnelley Marketing - Catalog Division
4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185
contact: Daniel Gust
e-mail: daniel.gust@donnelley.infousa.com
URL: www.donnelleycatalogdivision.com
See ad on pg. 8

They spend, spend, spend on their passions

management
brokerage
data processing
services

69 Kanasia Avenue
Danbury, CT 06810
Phone 203/778-8700
Fax 203/778-4839

STATISTICS

For more information contact Nancy Spielmann ext. 106 -- n.spielmann@statistics.com

www.statistics.com

Visit catalogsuccess.com/infocenter

DoubleClick
Broomfield, CO
(847) 330-1313;
(800) 455-6245
www.doubleclick.com/us

Harte-Hanks
San Antonio, TX
(800) 456-9748
www.harte-hanks.com

Hyphos360
Clearwater, FL
(727) 532-0700;
(800) 733-1817
www.hyphos360.com

MBS
Central Islip, NY
(631) 851-5110
www.mbsinsight.com



MeritDirect
333 Westchester Ave.
White Plains, NY
phone: (914) 368-1000
fax: (914) 285-0032
sales contact: Ralph
Drybrough
e-mail: rdrybrough@
meritdirect.com
www.meritdirect.com

MeritDirect is a recognized leader in the B-to-B and B-to-C direct marketing industry, offering marketers an integrated marketing solution. Services include list brokerage, list management, customer list enhancement and optimization, marketing databases, and interactive services. MeritDirect specializes in B-to-B, e-mail and high-tech list management.
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Taurus Software
Redwood City, CA
(650) 482-2022
www.taurus.com

Database Marketing Consultants



MeritDirect
333 Westchester Ave.
White Plains, NY
phone: (914) 368-1000
fax: (914) 285-0032
sales contact: Ralph
Drybrough
e-mail: rdrybrough@
meritdirect.com
www.meritdirect.com

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MKTG Services
Newtown, PA
(215) 968-5020;
(800) 936-6210
www.mktgservices.com

Database Marketing Software

Stibo Catalog
Kennesaw, GA
(770) 425-3282
www.stibocatalog.com

V12 Group
Red Bank, NJ
(732) 842-1001
www.v12group.com

WAVE Corp.
Lake Mary, FL
(407) 585-0250
www.wavecorp.com

Database Processing Services/List Services

Cognitive Data
Little Rock, AR
(501) 975-7580;
(866) 243-7883
www.cognitivedata.com

Cross Country Computer
Hauppauge, NY
(631) 231-4200
www.crosscountry
computer.com

**Donnelley Marketing -
Catalog Division**
4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185
contact: Daniel Gust
e-mail: daniel.gust@
donnelley.infousa.com
URL: www.donnelley
catalogdivision.com
See ad on pg. 8



Edith Roman Associates
One Blue Hill Plaza,
16th Floor
Pearl River, NY
phone: (800) 223-2194
fax: (845) 620-9035
sales contact: Joel
Manning
e-mail: info@
edithroman.com
www.edithroman.com

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See ad on pg. 3

Statistics
69 Kenosia Ave.
Danbury, CT
phone: (203) 778-8700
fax: (203) 778-4839
contact: John Papalia
e-mail: j.papalia@
statistics.com
URL: www.statistics.com

Statistics offers list management, list brokerage, e-commerce, merge/purge and data processing services for business-to-business publishers, catalogers, consumer publishers and others. Clients include PennWell Publishing, Hanley-Wood, Crain Communications, The Walker's Warehouse, Hearst Publishing, Musician's Friend, iVillage Parenting Network, Marquis Who's Who, Institutional Investor and more. With offices in Connecticut, California and Chicago, we can handle your postal, e-mail and tele-marketing direct marketing needs.
See ad on pg. 37

Enhancement Services

Donnelley Marketing - Catalog Division

4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185
contact: Daniel Gust
e-mail: daniel.gust@
donnelley.infousa.com
URL: www.donnelley
catalogdivision.com
See ad on pg. 8



MeritDirect

333 Westchester Ave.
White Plains, NY
phone: (914) 368-1000
fax: (914) 285-0032
sales contact: Ralph
Drybrough
e-mail: rdrybrough@
meritdirect.com
www.meritdirect.com

MeritDirect is a recognized leader in the B-to-B and B-to-C direct marketing industry, offering marketers an integrated marketing solution. Services include list brokerage, list management, customer list enhancement and optimization, marketing databases, and interactive services. MeritDirect specializes in B-to-B, e-mail and high-tech list management.
See ad on pg. 25

Maintenance/Hygiene

Donnelley Marketing - Catalog Division

4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185
contact: Daniel Gust
e-mail: daniel.gust@
donnelley.infousa.com
URL: www.donnelley
catalogdivision.com
See ad on pg. 8



Edith Roman Associates

One Blue Hill Plaza,
16th Floor
Pearl River, NY
phone: (800) 223-2194
fax: (845) 620-9035
contact: Joel Manning
e-mail: info@
edithroman.com
www.edithroman.com

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See ad on pg. 3

Platon Data Technology
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49 (6237) 9774-31;
(866) 402-2800
www.addressdoctor.com

Modeling Solutions



MeritDirect

333 Westchester Ave.
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phone: (914) 368-1000
fax: (914) 285-0032
sales contact:
Ralph Drybrough
e-mail: rdrybrough@
meritdirect.com
www.meritdirect.com

MeritDirect is a recognized leader in the B-to-B and B-to-C direct marketing industry, offering marketers an integrated marketing solution. Services include list brokerage, list management, customer list enhancement and optimization, marketing databases, and interactive services. MeritDirect specializes in B-to-B, e-mail and high-tech list management.
See ad on pg. 25

E-commerce Marketing

E-catalog Publishing Services



RichFX

1450 Broadway, 18th fl.
New York, NY
phone: (646) 274-7300;
(866) 742-4399
fax: (646) 274-7299
sales contact: Christophe
Cremault
e-mail: sales@richfx.com
URL: www.richfx.com

RichFX provides innovative rich media merchandising solutions that drive revenue across all channels. With its hosted platform, superior rich media technology and unyielding commitment to customer success, RichFX has delivered the best in online visualization solutions to more than 400 multichannel merchants since 1997.
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MeritDirect is a recognized leader in the B-to-B and B-to-C direct marketing industry, offering marketers an integrated marketing solution. Services include list brokerage, list management, customer list enhancement and optimization, marketing databases, and interactive services. MeritDirect specializes in B-to-B, e-mail and high-tech list management.
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Online Marketplace Management

ChannelAdvisor Corp.
Morrisville, NC
(866) 264-8594
www.channeladvisor.com

Onsite Search

S.L.I. Systems
Cupertino, CA
(866) 240-2812
www.sli-systems.com

Rich Media



RichFX

1450 Broadway, 18th fl.
New York, NY
phone: (646) 274-7300;
(866) 742-4399
fax: (646) 274-7299
sales contact: Christophe
Cremault
e-mail: sales@richfx.com
URL: www.richfx.com

RichFX provides innovative rich media merchandising solutions that drive revenue across all channels. With its hosted platform, superior rich media technology and unyielding commitment to customer success, RichFX has delivered the best in online visualization solutions to more than 400 multichannel merchants since 1997.
See ad on pg. 61

Search Engine Marketing/Optimization Services

Netconcepts
2820 Walton Commons
West, Ste. 123
Madison, WI
phone: (608) 285-6600;
(888) 207-1109
fax: (608) 285-6601
sales contact: Hershel
Reese
e-mail: infodesk@netconcepts.com
www.netconcepts.com
See ad on pg. 31



PM Digital

5 Hanover Square
New York, NY
phone: (212) 387-0300
fax: (212) 387-7647
sales contact: Suzy
Sandberg
e-mail: ssandberg@paradyszmatera.com
www.pmdigital.com

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The Rimm-Kaufman Group LLC

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Charlottesville, VA
phone: (434) 970-1010
fax: (434) 973-7765
contact: Larry Becker
e-mail: info@rimmkaufman.com
www.rimmkaufman.com
See ad on pg. 47

Yahoo! Search
Marketing
Pasadena, CA
(866) WWW-OVER
www.searchmarketing.
yahoo.com

Shopping Portal

Shop.com
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(831) 647-4700;
(866) 746-7005,
www.shop.com

Trade Association

Electronic Retailing
Association
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www.retailing.org

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(877) 722-7088
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E-mail Appending

Donnelley Marketing -
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4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185
contact: Daniel Gust
e-mail: daniel.gust@donnelley.infousa.com
URL: www.donnelleycatalogdivision.com
See ad on pg. 8

**E-mail Delivery/
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EmailLabs

EmailLabs

4400 Bohannon Drive,
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fax: (650) 388-3601
contact: Todd Armenio
sales@emaiillabs.com
www.emaiillabs.com

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See ad on pg. 49



GOT Corp.

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(800) COLINEAR
www.colinear.com

Datamann
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(802) 295-6600;
(800) 451-4263
www.datamann.com

Ecometry Corp./Blue Martini Software
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250 Parkway Drive
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sales contact: Mike Fraunhoffer
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URL: www.junctionsolutions.com

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(888) 505-3400
fax: (262) 796-6820
contact: Jeff Duening
smartpost@fedex.com
URL: www.smartpost.
fedex.com
See ad on pg. 15

Delivery/Shipping Software



Endicia
247 High St.
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converting.com

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www.abcgroup.com

Access Logistics
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(800) 879-2732
www.accessbusiness
group.com

Corporate Services Inc.
South Bend, IN
(574) 271-2055
www.corporatesvcs.net

Fosdick Fulfillment
Wallingford, CT
(800) 759-5558
www.fosdickfulfillment.
com

Global Response
Margate, FL
(800) 537-8000
www.globalresponse.com

SC Fulfillment Services
1112 Seventh Ave.
Monroe, WI
phone: (608) 328-8619;
(800) 356-2985
fax: (608) 328-8457
sales contact: Marc Klein
klein@sccompanies.com
www.scfulfillment.com
See ad on pg. 6

**Strategic Fulfillment
Group**
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(888) 685-2233
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(877) 401-6400
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Window Book
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Better Packages Inc.
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Displays2Go
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Bristol, RI
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fax: (401) 247-0392
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plasticrafters.com
See ad on pg. 69

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Junction Solutions
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fax: (847) 947-7952
sales contact: Mike
Frauenhoffer
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sales channel.

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contact: Nicole Stolarik

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together to enable new
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e-mail: sales@boalc.com
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The Catamount Group
Bethel, CT
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www.catamountgroup.net

Leon Henry Inc.
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(914) 285-3456
www.leonhenryinc.com

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www.leonhenryinc.com



List Locators & Managers
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4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185
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(800) 628-9456
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e-mail: jgreenbaum@homedata.com
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- ◆ online, one-off direct mail applications and full-service corporate campaigns.

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MeritDirect

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phone: (914) 368-1030
fax: (914) 285-0032
sales contact: Rob Sanchez
e-mail: rsanchez@meritdirect.com
URL: www.meritdirect.com

MeritDirect is a recognized leader in the B-to-B and B-to-C direct marketing industry, offering marketers an integrated marketing solution. Services include list brokerage, list management, customer list enhancement and optimization, marketing databases, and interactive services. MeritDirect specializes in B-to-B, e-mail and high-tech list management.

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Compiled Lists

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Belardi/Ostroy is one of the direct marketing industry's leading providers of list management, list brokerage, list compilation, insert media, database and Internet marketing services, customized research, and creative/strategic consulting. Our mission is to provide the absolute best service to our clients.

See ads on pgs. 17, 27 & 62

Donnelley Marketing - Catalog Division

4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185
sales contact: Daniel Gust
e-mail: daniel.gust@donnelley.infousa.com
URL: www.donnelleycatalogdivision.com
See ad on pg. 8

Getko Direct Response
Plainview, NY
(516) 342-6670;
(800) 642-8732
www.getkodirect.com



HomeData Corp., A Siegent Co.

425 Broadhollow Rd.,
Ste. 126
Melville, NY
phone: (631) 622-2380;
(800) 628-9456
fax: (631) 622-2387
sales contact: Julie Greenbaum
e-mail: jgreenbaum@homedata.com
www.homedata.com

HomeData has been the leading compiler of weekly new homeowner names for 25 years, also offering:

- ◆ weekly new movers;
- ◆ weekly new connects - residential and business;
- ◆ historical homeowner database;
- ◆ specialty, ethnic, religious and political party lists; and
- ◆ online, one-off direct mail applications and full-service corporate campaigns.

See ad on pg. 35

NOBLEventures
Palm Coast, FL
(800) 299-8280
www.nobleventures.com

Consumer Lists

Atlantic List Company
Arlington, VA
(703) 528-7482
www.atlanticlist.com

Carney Direct Marketing
San Clement, CA
(800) 240-3349
www.carneydirect.com

**Donnelley Marketing -
Catalog Division**
4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185
sales contact: Daniel Gust
e-mail: daniel.gust@
donnelley.infousa.com
URL: www.donnelley
catalogdivision.com
See ad on pg. 8



Edith Roman Associates
One Blue Hill Plaza, 16th Floor
Pearl River, NY
phone: (800) 223-2194
fax: (845) 620-9035
sales contact: Joel Manning
e-mail: info@
edithroman.com
URL: www.edithroman.com

Edith Roman provides exceptional service in B-to-B and consumer list brokerage and management, database and Internet marketing, and data-processing services including merge/purge and NCOA. We've built our reputation by providing our clients with the highest degree of friendly, professional and on-time service with an extraordinary attention to detail.

See ad on pg. 3

Equifax Marketing Services
1621 18th St., Ste. 300
Denver, CO
(800) 466-5897
sales contact: Kara Good
www.equifaxmarketing
services.com
See ad on pg. 12



HomeData Corp., A Siegent Co.
425 Broadhollow Rd., Ste. 126
Melville, NY
phone: (631) 622-2380;
(800) 628-9456
fax: (631) 622-2387
sales contact: Julie Greenbaum
jgreenbaum@homedata.com
URL: www.homedata.com

HomeData has been the leading compiler of weekly new homeowner names for 25 years, also offering:

- ◆ weekly new movers;
- ◆ weekly new connects - residential and business;
- ◆ historical homeowner database;
- ◆ specialty, ethnic, religious and political party lists; and
- ◆ online, one-off direct mail applications and full-service corporate campaigns.

See ad on pg. 35

JR Direct Response International
Delta, BC, Canada
(604) 940-0277
www.jrdirect.com

Satisfied with your search marketing?

Wondering if you can drive more revenue from your search marketing spend? Is your in-house expert buried in tedious mechanics? Are you getting the service you deserve from your vendor?

Perhaps we can help. Give us a call to talk search. You may find our approach, background, and results compelling. No hard sell, and the advice is free.

The Rimm-Kaufman Group:

- Paid search and paid inclusion
- Website effectiveness
- Low client/account manager ratio
- ROI-driven
- Catalog industry veterans
- Solid references from top brands
- Retailer-friendly contract
- Simple tech implementation
- Serving startups to Fortune 500
- Nice people

RKG THE Rimm-Kaufman GROUP

www.rimmkaufman.com

(434) 970-1010

Visit catalogsuccess.com/infocenter

LISTS

List Services Corp.
Bethel, CT
(203) 743-2600
www.listservices.com

Names in the News
Oakland, CA
(415) 989-3350
www.ninlists.com

E-mail Lists

**Donnelley Marketing -
Catalog Division**
4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185
contact: Daniel Gust
e-mail: daniel.gust@
donnelley.infousa.com
URL: www.donnelley
catalogdivision.com
See ad on pg. 8

ePostDirect
Pearl River, NY
(800) 409-4443
www.epostdirect.com



MeritDirect
333 Westchester Ave.
White Plains, NY
phone: (914) 368-1030
fax: (914) 285-0032
sales contact: Rob
Sanchez
e-mail: rsanchez@merit
direct.com
www.meritdirect.com

MeritDirect is a recognized leader in the B-to-B and B-to-C direct marketing industry, offering marketers an integrated

marketing solution. Services include list brokerage, list management, customer list enhancement and optimization, marketing databases, and interactive services. MeritDirect specializes in B-to-B, e-mail and high-tech list management.
See ad on pg. 25

International Lists

Arnold, Demmerer & Partner
Stuttgart, Germany
49 (7118) 8713-20
www.arnold
demmerer.com

Lead Generation

Catalogs.com
Fort Lauderdale, FL
(954) 659-9005
www.catalogs.com

List Brokers

AccuData America
Fort Myers, FL
(239) 425-4400;
(800) 732-3440
www.accudata.com

Adrea Rubin Marketing
New York, NY
(646) 487-3764
www.adrearubin.com

All Media Inc.
Plano, TX
(469) 467-9100;
(800) 466-4061
www.allmediainc.com



Belardi Ostroy ALC
16 West 22nd St.
New York, NY
phone: (212) 924-1300
fax: (212) 381-1745
sales contact: Brian
Delaite
e-mail: sales@boalc.com
URL: www.belardiostroy
alc.com

Belardi/Ostroy is one of the direct marketing industry's leading providers of list management, list brokerage, list compilation, insert media, database and Internet marketing services, customized research, and creative/strategic consulting. Our mission is to provide the absolute best service to our clients.

See ads on pgs. 17, 27 & 62

Carney Direct Marketing
San Clement, CA
(800) 240-3349
www.carneydirect.com

Catalyst Direct
Marketing
Pompton Lakes, NJ
(973) 831-4222
www.catalystdm.com

Chessie Lists Inc.
Silver Spring, MD
(301) 680-3633
www.chessielists.com



Edith Roman Associates
One Blue Hill Plaza,
16th Floor
Pearl River, NY
phone: (800) 223-2194
fax: (845) 620-9035
sales contact: Joel
Manning
e-mail: info@
edithroman.com
www.edithroman.com

Edith Roman provides exceptional service in B-to-B and consumer list brokerage and management, database and Internet marketing, and data-processing services including merge/purge and NCOA. We've built our reputation by providing our clients with the highest degree of friendly, professional and on-time service with an extraordinary attention to detail.
See ad on pg. 3

Gilbert Direct Marketing
6189 Vista Linda Lane
Boca Raton, FL
(561) 302-1719
sales contact: Jim Gilbert
e-mail: jimdirect@aol.com
See ad on pg. 28

Lenser
899 Northgate Drive,
Ste. 410
San Rafael, CA
phone: (415) 446-2500
fax: (415) 479-2280
sales contact: Michele
Salmon
e-mail: info@lenser.com
URL: www.lenser.com
See ad on pg. 39



**Make your
email campaign
a shoe-in.**

Knowing what she likes, means knowing what to send.

Permission email is a powerful channel that connects your customers with the right products. That's the promise of permission email. But not every email service provider can help you deliver highly targeted, relevant emails that hit the inbox when it counts.

EmailLabs delivers on that promise with intelligent tools for email marketing. Our email solutions help you with advanced segmentation, personalized dynamic content and deliverability. You'll gain reporting abilities that help you deliver constant campaign improvements and – most importantly – increased conversions.

Connect with us at EmailLabs.com or 866.362.4522 to make your email campaigns a great fit.

High Performance Email Marketing

EmailLabs

LISTS



List Locators & Managers

7171 West 95th St.,
Ste. 600
Overland Park, KS
phone: (800) 487-8720
fax: (913) 338-1078
sales contact: Jessica
Graven
e-mail: jessica@
listlocators.com
URL: www.listlocators.
com

A full-service list broker-
age and management
company, we provide
direct marketing ser-
vices to a wide variety
of clients with emphasis
on consumer catalog
and magazine mailers.
We provide innovative,
measurable marketing
services that maximize
revenue and profitability.
We function as an exten-
sion of your marketing
department, transcend-
ing traditional roles.
See ad on pg. 19



MeritDirect

333 Westchester Ave.
White Plains, NY
phone: (914) 368-1030
fax: (914) 285-0032
sales contact: Rob
Sanchez
e-mail: rsanchez@
meritdirect.com
URL: www.meritdirect.
com

MeritDirect is a recog-
nized leader in the B-to-
B and B-to-C direct mar-

keting industry, offering
marketers an integrated
marketing solution.
Services include list bro-
kerage, list management,
customer list enhance-
ment and optimization,
marketing databases,
and interactive services.
MeritDirect specializes in
B-to-B, e-mail and high-
tech list management.
See ad on pg. 25

MokrynskiDirect
Hackensack, NJ
(201) 488-5656, ext. 208
www.mokrynski.com

NRL Direct
Cresskill, NJ
(201) 568-0707
www.nrldirect.com



paradyszmaterna

ParadyszMatera
5 Hanover Square
New York, NY
phone: (615) 791-4471
fax: (212) 387-7647
sales contact: Debbie
Seigenthaler
e-mail: dseigenthaler@
paradyszmaterna.com
URL: www.paradysz
materna.com

ParadyszMatera is a
media services com-
pany specializing in
customer acquisition
through direct mail,
online marketing and
creative, print media and
alternative media. We
provide full-service capa-
bilities including: media
strategy; planning and
buying; market and com-
petitive intelligence; and
customer and prospect

statistical modeling. Visit
us at www.paradysz
materna.com.

Rubin Response Services
Schaumburg, IL
(847) 619-9800
www.rubinresponse.com



Statistics
69 Kenosia Ave.
Danbury, CT
phone: (203) 778-8700
fax: (203) 778-4839
sales contact: John
Papalia
e-mail: j.papalia@
statistics.com
URL: www.statistics.com

Statistics offers list
management, list bro-
kerage, e-commerce,
merge/purge and data
processing services for
business-to-business
publishers, catalogers,
consumer publishers and
others. Clients include
PennWell Publishing,
Hanley-Wood, Crain
Communications, The
Walker's Warehouse,
Hearst Publishing,
Musician's Friend, iVil-
lage Parenting Network,
Marquis Who's Who,
Institutional Investor and
more. With offices in
Connecticut, California
and Chicago, we can
handle your postal, e-
mail and telemarketing
direct marketing needs.
See ad on pg. 37

List Managers

21st Century Marketing
Farmingdale, NY
(631) 293-8550
www.21stcm.com

ALC
Princeton, NJ
(609) 580-2800;
(800) ALC-LIST
www.alc.com

Atlantic List Company
Arlington, VA
(703) 528-7482
www.atlanticlist.com



Belardi Ostroy ALC
16 West 22nd St.
New York, NY
phone: (212) 924-1300
fax: (212) 381-1745
sales contact: Brian
Delaite
e-mail: sales@boalc.com
URL: www.belardiostroy
alc.com

Belardi/Ostroy is one
of the direct marketing
industry's leading provid-
ers of list management,
list brokerage, list com-
pilation, insert media,
database and Internet
marketing services, cus-
tomized research, and
creative/strategic con-
sulting. Our mission is to
provide the absolute best
service to our clients.
See ads on pgs. 17, 27 & 62

Carney Direct Marketing
San Clement, CA
(800) 240-3349
www.carneydirect.com

Catalyst Direct
Marketing
Pompton Lakes, NJ
(973) 831-4222
www.catalystdm.com

Chilcutt Direct
Marketing
Oklahoma City, OK
(405) 478-7245
www.cdmlist.com

Direct Media
Greenwich, CT
(203) 532-1000
www.directmedia.com



Edith Roman Associates
One Blue Hill Plaza,
16th Floor
Pearl River, NY
phone: (800) 223-2194
fax: (845) 620-9035
sales contact: Joel
Manning
e-mail: info@edith-
roman.com
www.edithroman.com

Edith Roman provides exceptional service in B-to-B and consumer list brokerage and management, database and Internet marketing, and data-processing services including merge/purge and NCOA. We've built our reputation by providing our clients with the highest degree of friendly, professional and on-time service with an extraordinary attention to detail.

See ad on pg. 3

Focus USA
Hackensack, NJ
(201) 489-2525
www.focus-usa-1.com



**HomeData Corp., A
Siegent Co.**
425 Broadhollow Rd.,
Ste. 126
Melville, NY
phone: (631) 622-2380;
(800) 628-9456
fax: (631) 622-2387
sales contact: Julie
Greenbaum
e-mail: jgreenbaum@
homedata.com
www.homedata.com

HomeData has been the leading compiler of weekly new homeowner names for 25 years, also offering:

- ◆ weekly new movers;
- ◆ weekly new connects - residential and business;
- ◆ historical homeowner database;
- ◆ specialty, ethnic, religious and political party lists; and
- ◆ online, one-off direct mail applications and full-service corporate campaigns.

See ad on pg. 35

IDG Communications
List Services
Framingham, MA
(508) 370-0822;
(888) IDG-LIST
www.idglist.com

Kroll Direct Marketing
Plainsboro, NJ
(609) 275-2900
www.krolldirect.com

Lake Group Media
Rye, NY
(914) 925-2400
www.lakegroupmedia.com

Lenser
899 Northgate Drive,
Ste. 410
San Rafael, CA
phone: (415) 446-2500
fax: (415) 479-2280
sales contact: Michele
Salmon
e-mail: info@lenser.com
URL: www.lenser.com
See ad on pg. 39



List Locators & Managers
7171 West 95th St.,
Ste. 600
Overland Park, KS
phone: (800) 487-8720
fax: (913) 338-1078
sales contact: Jessica
Graven
e-mail: jessica@list-
locators.com
www.listlocators.com

A full-service list brokerage and management company, we provide direct marketing services to a wide variety of clients with emphasis on consumer catalog and magazine mailers. We provide innovative, measurable marketing services that maximize revenue and profitability. We function as an extension of your marketing department, transcending traditional roles.

See ad on pg. 19

Macromark
Brewster, NY
(845) 230-6300
www.macromark.com

Medical Marketing
Service
Wood Dale, IL
(630) 477-1559;
(800) MED-LIST
www.mmslists.com



MeritDirect
333 Westchester Ave.
White Plains, NY
phone: (914) 368-1000
fax: (914) 285-0032
contact: Rob Sanchez
e-mail: rsanchez@
meritdirect.com
www.meritdirect.com

MeritDirect is a recognized leader in the B-to-B and B-to-C direct marketing industry, offering marketers an integrated marketing solution. Services include list brokerage, list management, customer list enhancement and optimization, marketing databases, and interactive services. MeritDirect specializes in B-to-B, e-mail and high-tech list management.

See ad on pg. 25

Millard Group Inc.
Peterborough, NH
(603) 924-9262
www.millard.com

NRL Direct
Cresskill, NJ
(201) 568-0707
www.nrldirect.com

Rubin Response Services
Schaumburg, IL
(847) 619-9800
www.rubinresponse.com

LISTS

Specialists Marketing Services
Weehawken, NJ
(201) 865-5800
www.specialistsms.com

STATISTICS

Statlistics

69 Kenosia Ave.
Danbury, CT
phone: (203) 778-8700
fax: (203) 778-4839
sales contact: John Papalia
e-mail: j.papalia@statlistics.com
URL: www.statlistics.com

Statlistics offers list management, list brokerage, e-commerce, merge/purge and data processing services for business-to-business publishers, catalogers, consumer publishers and others. Clients include PennWell Publishing, Hanley-Wood, Crain Communications, The Walker's Warehouse, Hearst Publishing, Musician's Friend, iVillage Parenting Network, Marquis Who's Who, Institutional Investor and more. With offices in Connecticut, California and Chicago, we can handle your postal, e-mail and telemarketing direct marketing needs.

See ad on pg. 37

VentureDirect
Worldwide
New York, NY
(212) 655-5210
www.venturedirect.com

Walter Karl

a Donnelley Company
MARKETING

Walter Karl Inc.
2 Blue Hill Plaza
Pearl River, NY
phone: (845) 620-0700;
(888) WKLISTS
fax: (845) 620-1885
contact: Joann Kropp
e-mail: joann.kropp@walterkarl.infousa.com
www.walterkarl.com

Walter Karl Inc., a division of Donnelley Marketing, is the industry's leading full-service direct and e-mail marketing company. Our services include: business and consumer postal and e-mail list management and brokerage, e-mail append and lead generation, insert media, list fulfillment, database management, and consumer and business enhancements with our proprietary data.
See ad on pg. 7

List Owners

Prospect Swetenhams
Hampton, United Kingdom
44 (2084) 8187-30
www.prospectswetenhams.com

List Services

List Enhancement

Donnelley Marketing - Catalog Division
4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185

sales contact: Daniel Gust
e-mail: daniel.gust@donnelley.infousa.com
URL: www.donnelleycatalogdivision.com
See ad on pg. 8

Melissa Data
Rancho Santa Margarita, CA
(949) 589-5200; (800) 800-6245
www.melissadata.com

Merge/Purge, Dupe Elimination

CMS Direct
Minneapolis, MN
(763) 450-6300
www.cmsdirect.com

Database Direct
Pearl River, NY
(845) 732-7290
www.databasedirect.com

Donnelley Marketing - Catalog Division

4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185
sales contact: Daniel Gust
e-mail: daniel.gust@donnelley.infousa.com
URL: www.donnelleycatalogdivision.com
See ad on pg. 8

STATISTICS

Statlistics

69 Kenosia Ave.
Danbury, CT
phone: (203) 778-8700
fax: (203) 778-4839
sales contact: John Papalia
e-mail: j.papalia@

statlistics.com
URL: www.statlistics.com

Statlistics offers list management, list brokerage, e-commerce, merge/purge and data processing services for business-to-business publishers, catalogers, consumer publishers and others. Clients include PennWell Publishing, Hanley-Wood, Crain Communications, The Walker's Warehouse, Hearst Publishing, Musician's Friend, iVillage Parenting Network, Marquis Who's Who, Institutional Investor and more. With offices in Connecticut, California and Chicago, we can handle your postal, e-mail and telemarketing direct marketing needs.
See ad on pg. 37

National Change of Address Licensee

Donnelley Marketing - Catalog Division

4001 S. Business Park Ave.
Marshfield, WI
phone: (888) 979-8580
fax: (715) 486-4185
sales contact: Daniel Gust
e-mail: daniel.gust@donnelley.infousa.com
URL: www.donnelleycatalogdivision.com
See ad on pg. 8

Paper

Coated

Bowater
Greenville, SC
(800) 843-0375
www.bowater.com

Roosevelt Paper Co.
Mt. Laurel, NJ
(856) 303-4100;
(800) 523-3470
www.rooseveltpaper.com

Stora Enso
Stamford, CT
(203) 356-2300;
(800) 322-7377
www.storaenso.com/na

Strategic Paper Group
Newport Beach, CA
(949) 442-0425, ext. 103;
(888) 567-4774
www.strategicpaper.com

Tembec Coated Paper Group
2105 LA Hwy., 964 S
St. Francisville, LA
phone: (800) 527-4897
fax: (225) 635-4519
sales contact: Blair Alford
URL: www.tembec.com

Verso Paper
Memphis, TN
(901) 419-9498;
(877) 837-7606
www.versopaper.com

Recycled

Myllykoski North America
Norwalk, CT
(203) 229-7400
www.myllykoski.com

Uncoated

Roosevelt Paper Co.
Mt. Laurel, NJ
(856) 303-4100;
(800) 523-3470
www.rooseveltpaper.com

Personnel Recruiters

Executive Search International
Newton, MA
(617) 527-8787
www.execsearchintl.com

Print/Production

Catalog Printers

Access Logistics
Ada, MI
(616) 787-5578;
(800) 879-2732
www.accessbusinessgroup.com



CATALOGS AMERICA®

Catalogs America
One American Place
Gordonsville, VA
phone: (540) 832-2253
fax: (540) 832-7253
sales contact: Dan Sayin
e-mail: dsayin@catalogsamerica.com
URL: www.catalogsamerica.com

Catalogs America offers high-speed web printing and related services. We are leaders in technology in pre-press and offer closed-loop color for control on press. New

equipment throughout our manufacturing facility ensures efficient, quality production. Services include Staccato® or conventional screening, perfect-binding, saddle-stitching, ink-jetting, mail-pooling and more.
See ad on inside back cover



Fry Communications
800 West Church Rd.
Mechanicsburg, PA
phone: (717) 766-0211,
(800) 334-1429
fax: (717) 691-0341
sales contact: Steve Grande
e-mail: info@frycomm.com
URL: www.frycomm.com

Fry Communications is a privately held integrated communications company providing category-leading preproduction, printing, distribution, fulfillment and digital publishing services. Fry's consultative approach creates strong, lasting partnerships, and our diverse resources, respected expertise and surprising flexibility offers a single source for all of your needs — from web presses to the World Wide Web.

Japs-Olson Co.
St. Louis Park, MN
(952) 932-9393;
(800) 548-2899
www.japsolson.com

Quad/Graphics
Sussex, WI
(414) 566-6000;
(888) 782-3226
www.qg.com



Quebecor World

Quebecor World
612 St. Jacques St.
Montreal, QE, Canada
phone: (514) 954-0101;
(800) 567-7070
fax: (514) 954-9624
sales contact: Maura Packham
URL: www.quebecorworld.com

Quebecor World is one of the largest commercial printers in the world, with more than 160 facilities in 17 countries, and a market leader in most major product categories including catalogs, direct mail, inserts and circulars, magazines, books, directories, digital pre-media, logistics, mail list technologies, and other value-added services.
See ad on pg. 4

St. Croix Press
New Richmond, WI
(715) 246-5811;
(800) 826-6622
www.stcroixpress.com



Transcontinental Printing
43 E. Jefferson St.,
Ste. 201
Naperville, IL
phone: (630) 717-9300,
(800) 265-3160

fax: (630) 717-9388
sales contact: Bruce Jensen
e-mail: jensenb@transcontinental.ca
URL: www.transcontinental-printing.com/catalog

Transcontinental, the sixth largest printer in North America, offers North American catalog businesses a complete suite of value-added services ranging from premedia and database management to printing, fulfillment and postal optimization solutions. We understand what is important to catalogers, so we are dedicated to providing the most advanced technologies in printing to give you the highest printing quality as well as the most flexible finishing options for more effective marketing campaigns. Transcontinental is your printer partner for better printing quality products as well as for maximizing catalogers' bottom-line results through reduced cycle times and cost savings.

See ad on pg. 70

Xerox Corp.
Stamford, CT
(800) ASK-XEROX
www.xerox.com

Color Proofing Solutions



Quebecor World

Quebecor World
612 St. Jacques St.
Montreal, QE, Canada
phone: (514) 954-0101;
(800) 567-7070
fax: (514) 954-9624
sales contact: Maura Packham
URL: www.quebecorworld.com

Quebecor World is one of the largest commercial printers in the world, with more than 160 facilities in 17 countries, and a market leader in most major product categories including catalogs, direct mail, inserts and circulars, magazines, books, directories, digital premedia, logistics, mail list technologies, and other value-added services.

See ad on pg. 4

Cutters, Trimmers, Filing Job Wallets

Foster Manufacturing
905 Louis Dr.
Warminster, PA
phone: (215) 442-1700;
(800) 523-4855
fax: (215) 442-1313
sales contacts: Ted Borowsky, Lisa Tobey, Rowena Hensler
e-mail: information@fostermfg.com
URL: www.fostermfg.com
See ad on pg. 28

Direct Mail Printers

Color Dynamics
Allen, TX

(972) 390-6500;
(800) 445-0017
www.colordynamics.com

Modern Postcard
Carlsbad, CA
(800) 959-8365, ext. 2500
www.modernpostcard.com



Quebecor World

Quebecor World
612 St. Jacques St.
Montreal, QE, Canada
phone: (514) 954-0101;
(800) 567-7070
fax: (514) 954-9624
sales contact: Maura Packham
URL: www.quebecorworld.com

Quebecor World is one of the largest commercial printers in the world, with more than 160 facilities in 17 countries, and a market leader in most major product categories including catalogs, direct mail, inserts and circulars, magazines, books, directories, digital premedia, logistics, mail list technologies, and other value-added services.

See ad on pg. 4

Vertis Communications
Baltimore, MD
(800) 577-8371
www.vertisinc.com

Envelopes/Order Form Bind-ins



B&W Press
401 E. Main St.
Georgetown, MA
phone: (978) 352-6100
fax: (978) 352-5955
sales contacts: Dan Kimball, Paul Beegan
e-mail: Dkimball@bwpress.com
URL: www.bwpress.com

B&W Press is a manufacturer of specialty direct mail envelopes such as one- and two-way self-mailers, fundraising mailers, donor appeals, bind-in envelopes, subscription renewals, brochures, and insurance and credit applications. B&W Press has an in-house mailing facility. Scitex inkjet equipment has been added for personalization and addressing.

See ad on pg. 33



Quebecor World

Quebecor World
612 St. Jacques St.
Montreal, QE, Canada
phone: (514) 954-0101;
(800) 567-7070
fax: (514) 954-9624
sales contact: Maura Packham
URL: www.quebecorworld.com

Quebecor World is one of the largest commercial printers in the world,

with more than 160 facilities in 17 countries, and a market leader in most major product categories including catalogs, direct mail, inserts and circulars, magazines, books, directories, digital pre-media, logistics, mail list technologies, and other value-added services.

See ad on pg. 4

Labels, Tags, Inserts

3M Direct Response
St. Paul, MN
(800) 610-6947
www.3M.com/directresponse

Chicago Tag & Label
Libertyville, IL
(847) 362-5100;
(800) 826-8260
www.chicagotag.com

Imtek/Tag-ems
Bridgeport, NJ
(856) 467-0047
www.imtek.com



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See ad on pg. 4

Prepress/Pre-media Services

Express KCS
Pittsburgh, PA
(412) 352-3527
www.expresskcs.com



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See ad on pg. 4

Thomas Technology Solutions
Horsham, PA
(215) 682-5000; (800) 872-2828

www.thomastechsolutions.com

Print Production Consultants



Quebecor World

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612 St. Jacques St.
Montreal, QE, Canada
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See ad on pg. 4

Print Production Manufacturer

Kodak Graphic Communications Group
Rochester, NY
www.graphicskodak.com/go/creative

Response Boosters

Incentives/Premiums/Promotional Products

Baumco Products

10010 Canoga Ave.,
Unit B-7
Chatsworth, CA
phone: (818) 709-1093
fax: (818) 341-8348
sales contact: Lisa Wong
e-mail: baumcochat@aol.com
URL: www.baumcoproducts.net

Coupon Exchange Club
Milwaukee, WI
(414) 453-9803
www.ordercoupons.com

Sweepstakes

Ventura Associates Inc.

Ventura Associates

1040 Avenue of the Americas
New York, NY
phone: (212) 302-8277, ext. 3003
fax: (212) 302-2587
sales contact: Marla Altberg
e-mail: maltberg@sweepspros.com
URL: www.sweepspros.com

Ventura Associates is an award-winning marketing/sales promotion agency specializing in the design/execution of online/offline sweepstakes, contests and games, premiums, rebates, sales incentives, loyalty programs, and promotional consulting. Our clients include publishers and their advertisers.

See ad on pg. 61

