



## **12-Month Subscription Agreement - Please Read Immediately!**

Thank you for subscribing to Promail and for taking the time to read this agreement. It contains important information regarding your new resident marketing program. As a Promail subscriber, you will receive customized mailing lists for the new residents moving into the zip codes you have chosen along with the sample letters and marketing techniques developed for our program. Please take note of our policies as outlined in the following paragraphs.

### ***Copyright Notice***

All sample letters and marketing materials sent to you are copyrighted. Permission is given for your use as long as you are a subscriber to the Promail program. They are not to be distributed to others or copied in any way other than as is needed for your participation in the program.

### ***Monthly Name Counts***

When you signed up for the service, you were given an approximate count of names you could expect each month. This count is an estimate based on an average of past moves in your area and is usually pretty close to what you can expect to receive. However, the number of names each month may be higher or lower due to common fluctuations in the number of people moving, and sometimes those variances can be significant. If you experience drastic changes in the number of names you receive please do not hesitate to call our office to discuss ways we might be able to help.

### ***Possible Inaccuracies***

One of the many benefits of Promail is the fact that we guarantee deliverability of your names or we will credit the cost per name back to you. However, there is no such thing as a perfect list. Although we work together with one of the largest and most respected list compilers in the country and believe ours to be the best new-mover list available, inaccuracies can and do occur. By inaccuracies, we mean both non-deliverable due to incorrect addresses as well as incorrect names. The compilation of new resident names is a very complex process. Names are received from many different sources and compiled into one list. Duplicate names and obvious errors are deleted from the list; however, some specific errors might not be detected.

Some of the main sources of new residents are credit and other public records. Due to the nature of these records it is possible to receive a small percentage of names of people who are not actually new movers. In rare instances ex-spouses or even deceased people may appear on the list. In the event that you do receive an erroneous name, please feel free to pass our name and number along to the caller. We can help them correct the information.

We will credit your account for the cost of each undeliverable address for the first mailing to that address. Any follow-up mailings you do to that name will not qualify for reimbursement. An address that is undeliverable has been returned by the US Postal Service as undeliverable. To receive credit, you must return either the original name or a photocopy of the returned item to us within 60 days. It is not necessary to send the entire returned envelope, the name portion is sufficient. We are not able to give credit for postage used.

### ***Your Initial Deposit***

In order to start your service, you were required to pay a **deposit based on the estimate of your average monthly billing. This deposit will be held on your account as long as you are a subscriber. It is not pre-payment toward your first shipment of names.** Should you decide to cancel at the end of your contract, your original deposit will either be credited toward your final invoice or refunded to you. If a refund is due, it will be refunded to you within 30 days of cancellation.

### ***Monthly Payment Options***

1. We bill using an **Automated Monthly Credit Card Billing System.** No check writing, finding lost invoices, spending more money on postage, etc. Each month, as we send your list, we will automatically bill your business credit card for the actual number of names shipped, multiplied by the rate\* per name. This rate will depend on which program you have enrolled. If you receive your list in the mail each month there will also be a \$6.00 shipping and handling fee. If you receive your list via email, or website download, there will be no shipping fee. Automated Monthly Billing is easy and convenient for our customers and allows us to give you the lowest rate possible! ***The Madow Group will appear as the merchant on your credit card statement.***

**(\*Please ask your Promail Representative for the most current rate information. Name prices and shipping charges are subject to possible increases.)**

2. Due to the higher cost of processing check payments and invoicing accounts we can no longer accept payments by check.

If your credit card is declined when we bill it, your account will be placed on HOLD status until we are able to quickly resolve it with you. We understand that this might be an oversight and we will contact you as soon as it occurs. However, HOLD status will mean your next month's list may not be ordered unless you take care of this immediately when we contact you. If we do not receive payment before the 15<sup>th</sup> of the month, your account might be subject to cancellation.

### ***Account Changes Or Termination Of Service***

**Since you have signed up for a twelve (12) month contract with Promail, you will be billed for each month's list once we receive it throughout the agreement period. We require a 30 day prior notice should you decide to add or delete zip codes, or cancel your service at the end of the contract. You are fully responsible for any lists that are in production or en route to you within that time frame.** Cancellation can be made by phone, fax or mail. However, faxing your notice of cancellation is preferable. We will confirm receipt of your fax by phone, return fax or email within one business day to ensure our receipt of your notice. If you do not receive this confirmation within one business day, please contact us immediately to ensure we received it.

### ***Can We Guarantee Results?***

We want to see you succeed with Promail, so we will do our best to help you get results. Although most of our subscribers see an excellent return on their investment, please remember that there are many factors that will affect your specific results. Therefore we cannot a guarantee a particular rate of return or number of new customers for you. However, we may be able to help you improve the impact of your Promail program with a simple phone call to let us help.

If there is anything in this agreement that is not clear, please call us at 1-888-88-MADOW. We are happy to have you as part of our family of subscribers and we look forward to a long-lasting relationship.

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Printed Name

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Signature

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Date