



*BUYER'S GUIDE
TO
Choosing a
Mailing List
Procurement
Company*



A person is sitting at a wooden desk in a bright, modern office. On the desk, there is a laptop, a potted plant, and a stack of books. The person is wearing a light-colored sweater. The background is a plain white wall.

Welcome

With over 40 years of experience in the printing and direct mail industry, we understand the critical role that high-quality printed materials and targeted direct mail campaigns play in business success.

Unlike quick-print services that offer one-size-fits-all solutions, our full-service approach ensures your brand makes a lasting impact.

This guide will help you navigate the process of choosing the right provider to meet your printing needs.

Data & List Procurement: Why It Matters

Every project begins with clarifying your needs.

Finding the right people to market your services to is the key to a successful campaign. But what so many people don't realize is that the success of a direct mail campaign depends on the quality of your mailing list. Poor list quality leads to undelivered mail and wasted marketing dollars.

That is why a high-quality list procurement provider will clean the list; recognize bad addresses and duplicates and more.

Why List Procurement is Important:

- Accuracy & Deliverability – Updated lists reduce returned mail and improve campaign effectiveness.
- Targeted Outreach – Custom lists allow you to reach the right audience.
- Compliance & Standards – Certified lists comply with USPS regulations, ensuring lower mailing costs.



What We Offer

We provide high-quality, CASS-certified, and NCOA-updated lists, including:

- Consumer and residential lists
- Business and voter history lists
- Real property data including new home owners, moves etc.
- Recent bankruptcies
- Plus many custom list options

Did you know?

We also offer direct mail and printing services too - ask us for details!

Geographic targeting can play a major role in response rates - and we can target down to the neighborhood!

Key Questions to Ask:

- How do you clean and update mailing lists?
- What list options do you offer (consumer, business, voter, etc.)?
- Can you provide insights on the best list for my campaign?
- What does CASS-certified and NCOA-updated mean and how does that help me?





Full-Service vs. Online Quick-Print Shops

Feature	Full Service Provider	Quick-Print Shops
Print Quality	High-quality materials, professional finishing	Basic quality, limited finishing options
Mailing Services	End-to-end mailing solutions	Printing only, no mailing support
Personalization	Variable data printing for customized mailers	Limited customization
Expert Support	Consultation, list procurement, design help	DIY, no expert guidance
Cost Efficiency	Long-term savings through optimized services	Low upfront cost, but potential hidden fees



Our Transparent Pricing Philosophy

Following are examples of pricing for procuring a list to meet your needs:

List Procurement

All Data Purchases Have A \$100.00 Minimum

- ◆ **\$25 Download Fee Per list below**
 - ◆ Occupant List ----- \$12.00 /thousand (\$0.012 /record)
 - Addition fee for response booster
 - ◆ Consumer List ----- \$60.00 /thousand (\$0.06 /record)
 - Additional Selects / Add-ons ----- \$30.00 /thousand (\$0.03 /record)
 - ◆ Business List - (Call for accurate pricing) minimum ----- \$100.00 /thousand (\$0.1 /record)

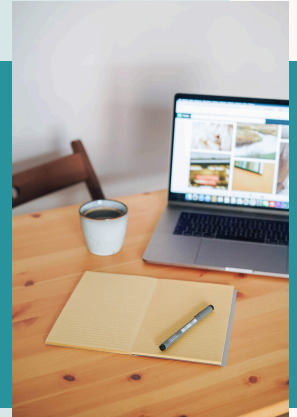
Addition Data Pricing

- ◆ **\$25 Download Fee Per list below**
 - ◆ Walk Sequencing
 - Under 15k ----- \$10 /thousand (\$0.01 /record)
 - 15,001 - 25k ----- \$8 /thousand (\$0.008 /record)
 - 25,001 - 50k ----- \$7 /thousand (\$0.007 /record)
 - 50,001 – Up ----- \$5 /thousand (\$0.005 /record)
 - ◆ Deceased Removal ----- \$5 /thousand (\$0.01 /record)

Steps in the Process

Step 1 - Identify needs.

We meet with you to determine the scope of your project and other details as well as your goals for the project, such as target audience, zip codes, specific areas or carrier routes. In addition, we will want to clarify how many mailers you're looking to send.



Step 2 - Submit count report to client.

Based on the first step we'll supply you with a complimentary count for your data base. This count report will be emailed to you and we will have a follow-up phone call to discuss the count results and possible changes to your target list.

Step 3 - Provide quote to client.

Once the final list parameters are established, a quote will be provided to you with pricing. We require all list procurement orders to be fully paid before the final list is ordered.



Step 4 - Deliver finished project to client.

Within one to two days, we will process the list for your mailing project and establish a postage amount. We require postage to be paid before your mailing drops at the USPS.

About Us

Since 1985 OREGON DATA has provided the best in Quality, Value, Service, and Integrity.

As a One-Stop-Shop for excellence in mailing, digital printing and data file services designed to meet the individual needs of all our clients Direct Mail is an economical and focused way to effectively reach your target market.

Our experience and detailed knowledge of the ever-changing world of postal requirements enables us to serve you with efficiency and accuracy.

It's our goal to amaze you with our service, we're here to make you look good!!

--Shelley Vellereux, Owner



Shelley



We have been handling print and direct mail needs for business customers since 1985 – and we'd like YOU to be our next success story!

What Our Customers Say



Kim Eldridge

2023-11-06



Shelley is prompt in responding to my inquiries and they are quick to get our mailers out. They are friendly and professional and I would highly...



Ed Leek

2024-06-13



I've been a customer of Oregon Data for more than 30 years. Why? Because they get the job done right, on budget, and on time. Don't hesitate to call and..



Karl Hughes

2023-08-25



Oregon Data is our go-to for mailing. Great people, great service and great knowledge. We've relied on them for years and won't go anywhere else!...



Linda Kotler

2023-11-10



Simply the best. Shelley not only listens to how I want my job done -- but why I need it done that way. She gives my orders the same professional care an...

Let's Talk About Your Project Today!

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