



AMERICAN CATALOG
MAILERS ASSOCIATION

Your Catalog Advocate!

June 22, 2012

Call Your Congressmen on Postal Reform Bill; Block Proposed Catalog Rate Hike

To All With Catalog Interests:

The House of Representatives is expected to vote in July on a postal reform bill that contains a hardwired rate increase for catalogs. This would represent a break in more than 40 years of public policy during which time Congress has never set postal rates. But there's something you can do about it.

ACMA is looking for catalog mailers and suppliers with significant employment in Republican Congressional districts to contact their elected officials and express their extreme displeasure on this unfair element of postal reform. We can give you all the materials you need to be successful, right down to the follow up letter, but time is of the essence.

If you have facilities and/or employees in a Republican district, please get in touch with Paul Miller at ACMA (pmiller@catalogmailers.org or 914-669-8391) right away to get you started and affect the outcome here. Staff cannot do this for you. Our calculation is that if we can get 20 Republican Representatives to approach the bill's sponsor requesting this change, it is likely to happen. We do want to see the House pass a reform bill, but writing catalog rate increases into law will be disaster for our industry.

Through collective industry action we can change this. Please help us help you today! Thank you.

Sincerely,

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