



CHOICE PLUS-4...A CHOICE MARKETING EXCLUSIVE

Choice Plus-4 makes available current change of address information that can help reduce your undeliverable mail. Addressing errors are identified and corrected before mail enters the mail-stream. Fire Departments and Ambulance Squads use Choice Plus-4 to save thousands of dollars that would have been spent on wasted materials and postage. In addition, valuable resident's names that would have been lost have been updated to receive current and future mailings.

Choice Plus-4 provides Fire Departments and Ambulance Squads with the capability to receive current addresses before mailings. Choice Plus-4 provides additional benefits including Address Standardization and ZIP+4 appending, ZIP Correction, Carrier Route Coding, and a CASS Report.

LACS-LOCATABLE ADDRESS CONVERSION SYSTEM

LACS enables you to update your mailing lists when addresses have been converted by local authorities (I.E. renumbering of houses or addresses converted from rural style to city style addresses, usually as a result of a 9-1-1 conversion effort). It improves deliverability and enables you to identify potential duplicates between name and address records that have the original address and those that are already using the new converted address. A National Deliverability Index Report indicates the quality of your list. Processing lists against the LACS database has resulted in savings of up to 3% for many Fire Departments and Ambulance Squads.