Lake Group Media, Inc.

List Management
List Brokerage
Direct List Services
Lake Interactive

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Rye, New York 10580-1497
(914) 925-2400
FAX (914) 925-2499

PROCEDURES ON ORDERING LISTS

I. Sample mailing piece must be pre-cleared before orders can be produced. Allow 3-5 working days for list owner's approval.

II. We require a written purchase order, accompanied by pre-payment, (all customers new to *Lake Group Media, Inc*. must pre-pay) to process an order. Orders will not be processed until payment is received. Please specify on all purchase orders the following:

Selections:	State, SCF, Zip Codes, etc.	
Material:	Type of labels: Pressure sensitive or Cheshire.	
	Type of magnetic tape, e-mail, diskette	
Shipping method:	Overnight Service	$35 - $65
	Fedex Next Afternoon	$30
	Fedex Standard	$20

We will try to use your preferred shipping method whenever possible. Charges are approximate.

Ship to address: Company name, Mailing address, Contact name
of a recognized lettershop or Computer Service Bureau.

III. For delivery, allow approximately 5 working days after we have received and approved your order. If using a shipping method other than overnight delivery, allow for the longer delivery time in addition.

IV. There is a minimum on all lists. If quantity ordered falls below the minimum, the mailer is still required to pay the minimum.

No mention of the name of the list from which you are renting names may be mentioned in your mailing piece. A list is rented for one time use only, unless otherwise specified for the specific sample and mail date approved. No copy of the names may be kept in any form.