



CBA Mailing Lists

BECAUSE ALL LISTS ARE NOT CREATED EQUAL!

Are you tired of wasting money on mailing lists that are more fluff than substance, lists with addresses so old the post office just laughs? Then it's time you found out what so many others have discovered: When you need to reach the Christian retail industry, CBA mailing lists are a cut above the rest!

CBA'S MAILING LISTS...

- **Give you the best possible mail access to the Christian retail industry.**
- **Contain addresses of active, *bona fide* businesses interested in hearing from you.**
- **Are clean and lean—they're updated on a regular basis.**

Many suppliers to the Christian retail industry rent CBA mailing lists several times each year with continued sales success. To help you better tailor your mailings, we've segmented our addresses into the following four lists:

CBA MEMBER STORES LIST

Over 1,200 addresses of Christian retail businesses in all 50 states. List includes independent stores, chain stores, church stores, Christian college and camp stores, Internet stores and more. Also includes a separate list of chain store headquarters to send marketing materials.

NONMEMBER STORES LIST

Over 4,600 addresses of Christian retail businesses that are not CBA members (includes all types of stores listed above), also includes other retailer stores who have an interest in Christian retail products for their stores.

COMBINED CBA MEMBER / NONMEMBER LIST

Over 5,850 addresses—the most complete list of Christian retail outlets available anywhere.

Note: All lists include contact names and U.S.A. stores only. Store phone numbers are included on the lists when sent electronically to enable advance or follow up calls to secure product orders.

Note: CBA is unable to provide a rental list of store Fax numbers or E-Mail addresses.

Address format: For your convenience, each list can be delivered in one of three different formats: Via e-mail (Fastest option), on a computer CD, or printed on adhesive pressure-sensitive labels (additional charge applies for printed labels).

Shipping schedule: We ship by FedEx Ground within two days after your order is received. Rush orders are accommodated when possible, and special shipping arrangements are available for an additional cost.

Counts: The numbers of addresses stated at left are estimates. Exact counts are available at the time of your order.

Sample mailing piece: Prior to releasing a mail list, we must receive and approve a sample mailing package or a rough draft of your mailing piece.

Payment terms: We require prepayment by check, money order, or credit card for *all* orders. CBA accepts Visa, MasterCard, American Express, and Discover credit cards.

Prices are subject to change without notice.

CBA DATABASE START-UP AND UPDATE PROGRAMS START UP

Looking for a responsive list on which to base your marketing programs? We can supply you with a start-up database of CBA member stores. As with CBA's list rental program, three different databases are available:

- **CBA Member Stores Database**
- **Nonmember Stores Database**
- **Combined CBA Member/Nonmember Database**

CBA DATABASE UPDATE

To enhance your list of 500 stores or more, request CBA's *database update*. All databases provide the store name, address, contact, and phone number. Pricing is provided on reverse side.

To order a CBA Mailing List complete the order form on page 2 and mail or fax it to CBA along with both your payment and a sample of what you will be mailing. For additional information please call CBA at (800) 252-1950 or email us at info@cbaonline.org.



MAILING LIST ORDER FORM

PLEASE SEND ME THE FOLLOWING CBA MAILING LISTS:

Quantity	Member Price	Nonmember Price
_____ set(s) CBA Member Stores List	\$399	\$599
_____ set(s) Nonmember Stores List	\$199	\$249
_____ set(s) Combined Stores List	\$475	\$699

Please deliver my list(s) in the following format:

(Please check one and circle a preferred file format)

____ Via e-mail (comma delimited or spreadsheet?)

____ On disk (comma delimited or spreadsheet?)

____ Adhesive pressure-sensitive labels (add \$125)

SPECIAL SHIPPING INSTRUCTIONS:

(Subject to additional charge)

Rental Agreement:

I understand that CBA mailing lists are copyrighted. I will use the list for rental purposes on a one-time basis for each rental. I will not duplicate, resell, or make the list available to any other company or organization. However, I am permitted to merge any of these names into my list as orders or inquiries are received.

Signed _____

Title _____

Date: _____

CBA DATABASE START-UP/UPDATE PACKAGE

Database Package	Database <i>Start-up</i> Member Price	Database <i>Update</i> Member Price
___ CBA Member Stores Database	\$4,000	\$3,000
___ Nonmember Stores Database	\$1,500	\$1,000
___ Combined Stores Database	\$5,000	\$3,500

CBA ID # _____

Payment Method

___ Check or money order enclosed (*payable to CBA*)

___ Charge my credit card this amount: \$ _____

___ VISA ___ MasterCard ___ AMEX ___ Discover

Credit Card # _____

Expiration Date ____ / ____ V-Code ____

Cardholder's Signature _____

Shipping Information

Name _____

Company _____

Street Address _____

City _____ State ____ Zip _____

Phone (____) _____ Fax (____) _____

E-mail _____

PLEASE RETURN THIS RENTAL AGREEMENT WITH A SAMPLE MAILING PIECE TO:

CBA
PO Box 62000
Colorado Springs, CO 80962-2000
Phone: (800) 252-1950 or (719) 265-9895
Fax: (719) 272-3510

Send overnight orders to:
9240 Explorer Drive
Colorado Springs, CO 80920
Phone: (719) 265-9895
info@cbaonline.org