

# Junk Mail Reduction Guide



Anytime you give out your name and address - whether you're subscribing to a publication or placing a credit card order - you may be added to a mailing list. Advertisers sell or rent these lists to send unwanted junk mail to consumers. During the 2023 fiscal year, the United States Postal Service (USPS) delivered **59.41 billion** pieces of marketing mail!

## Care for the Planet — Reduce Your Junk Mail!

Precious resources are used to make and deliver junk mail we often don't need. Review these helpful resources to reduce unwanted mail. If you continue to receive occasional mailers, please recycle or creatively repurpose it.

Tool	Description	Contact
DMACHoice™	DMACHoice™ is a tool offered through the ANA (Association of National Advertisers) that reduces the overall volume of prospective promotional offers. The non-profit provides this service for a small processing fee that covers 10 years.	DMACHoice.org 212-768-7277
OptOutPrescreen.com	OptOutPrescreen.com is the official Consumer Credit Reporting Industry website to accept and process requests from consumers to Opt-Out of firm offers of credit or insurance. Service is free.	OptOutPrescreen.com 888-567-8688
Catalog Choice	Catalog Choice is an online service that allows users chose specific mailers they want to unsubscribe to, and the program will reach out to submit an opt-out request. Service is free.	CatalogChoice.org
National Do Not Mail List	The National Do Not Mail List, run by Direct Mail, informs marketers that you do not want junk mail. Service is free.	DirectMail.com/Mail_Preference/
Reach out directly!	Select advertisers and phone books, such as Valpak and Yellow Pages, offer options to unsubscribe from mailing lists on their website.	

For more information, visit [WasteFreeSD.org](https://WasteFreeSD.org) or call toll free 1-877-R-1-EARTH.



COUNTY OF SAN DIEGO  
PUBLIC WORKS