



RCI, Inc.
1500 Sunday Drive, Suite 204
Raleigh, NC 27607

Other Marketing Opportunities

Phone: (919) 859-0742
Fax: (919) 859-1328
www.rci-online.org

Direct Marketing - Membership List Rental

2011

RCI Media Kit Online

www.rci-online.org/members-marketing.html

RCI Direct Mail

RCI's Direct Mail List Rental provides users with ready access to individuals with specific interests in roofing, waterproofing, and exterior wall issues. Ranging from roof consultants and observers to waterproofing and exterior wall professionals, RCI's list also includes technical students, facility managers, and contractors. Be it product, service, education, or other opportunity, our listees have a proven commitment to pertinent industry topics. The list contains approximately 2,500 names and addresses.

Custom List Production

In order to save time and maximize the effectiveness of your promotion, RCI can presort its master list to target specific demographics of your choosing. Sort criteria can include:

- | | |
|---------------------------------------|---|
| 1. Zip/postal code | 4. Member classification (see insert below) |
| 2. Member last name - alphabetical | 5. Company name - alphabetical |
| 3. Member last name by state/province | 6. Company name by state/province |

Mailing lists can be produced in the following formats at these rates:

Digital file (.txt or .xls)	\$425.00 - members	\$550.00 - nonmembers
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Rental Regulations

RCI list rental is contingent upon the approval of the user's intended purpose, which must be consistent with RCI's mission and in the interest of its members. RCI reserves the right to deny the use of a mailing list pending a review of the renter's stated mailing purpose and materials.

Each mailing list rental request must include:

- Completed rental agreement
- Complete copy of all elements to be included in the intended mailing

Mailing list rentals are issued for one-time use only. Duplication, transference, or sale of RCI mailing labels/lists is not permissible. Such misuse will ensure denial of all future rental requests. RCI does not pay broker commissions. For more information, call or e-mail William Myers at 919-389-1088 or wmyers@rci-online.org.

RCI Membership

Approximately 2,500 members segmented into the following classifications:

- | | | |
|----------------|--------------------------|------------------------------|
| • Professional | • Professional Affiliate | • Quality Assurance Observer |
| • Industry | • Industry Affiliate | • Facility Manager |
| • Associate | • Student | |



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Order Form - Membership List Rental

2011

Company _____

Name _____

Address _____

City/state/postal code _____

Phone _____

Fax _____

Ship to (if different from bill to address)

Company _____

Name _____

Address _____

City/state/postal code _____

Phone _____

Fax _____

Sorting Sequence

- | | |
|--|--|
| <input type="checkbox"/> By zip or postal code | <input type="checkbox"/> Member's last name by state/province |
| <input type="checkbox"/> Member last name - alphabetical | <input type="checkbox"/> Member's company name by state/province |
| <input type="checkbox"/> Company name - alphabetical | <input type="checkbox"/> By member type |

Intended Mail Date _____

Format

- Digital file (.txt) MS Excel file

Shipment

- E-mail to this e-mail address _____

Payment Method

- | | | |
|--|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Check (payable to RCI - US funds) | <input type="checkbox"/> Visa | <input type="checkbox"/> Discover |
| <input type="checkbox"/> American Express | <input type="checkbox"/> MasterCard | |

Card Number: _____	
Name on Card: _____	
3- or 4-digit verification value code: _____	Exp. date: _____
Signature: _____	

<p>_____</p> <p>Payment Total</p>
--

Remember to submit a copy of the intended mailing with this contract.