



# CBA Mailing Lists

BECAUSE ALL LISTS ARE NOT CREATED EQUAL!

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 PREMIUM LIST

875 addresses of chain store headquarters and the largest Independent Member CBA stores by dollar volume. (47 chain HQ's/825 largest indep. stores)

### CBA MEMBER STORES LIST

1,500 addresses of premium retail businesses in all 50 states.

### NONMEMBER STORES LIST

5,300 addresses of Christian retail businesses that are not CBA members, including in-church stores and college bookstores.

### COMBINED CBA MEMBER / NONMEMBER LIST

6,800 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.

**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 computer disk, or printed on adhesive pressure-sensitive 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.  
*Policies effective November 1, 2005.*

## 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, four different databases are available:

- **CBA Premium Database**
- **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, complete the form on page 2 and mail or fax it to CBA along with a sample of what you will be mailing. For additional information please call CBA at (800) 252-1950.**



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# CBA MAILING LIST ORDER FORM

## PLEASE SEND THE FOLLOWING CBA MAILING LISTS

Quantity	Member Price	Nonmember Price
_____ set(s) CBA Premium List	\$349	\$449
_____ set(s) CBA Member Stores List	\$449	\$649
_____ 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 \$50)

**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 Premium Database	\$3,500	\$2,500
___ 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 \_\_\_\_/\_\_\_\_/\_\_\_\_

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  
Fax: (719) 272-3510