



America's Small Businesses Depend on Advertising Mail

"...the success of these [Do Not Mail] initiatives will also come at the expense of jobs, the viability of local businesses, and the reduction in municipal, county and state revenue. We cannot afford these results during the best of times; they are unthinkable when the economy is faltering."

-- United States Postmaster General John Potter

- Small businesses are the engine that drives our economy, producing between 60 to 80 percent of all new jobs.
- And today's start-up business could be tomorrow's economic giant. Many U. S. businesses began with local mail advertising campaigns that helped them to grow and eventually employ thousands.
- More than 300,000 small American businesses rely on advertising mail to reach potential customers. These are your local mom and pop shops, florists, house painters, landscapers, mechanics and coffee shops.
- According to a U.S. Postal Service study, 81 percent of households read or scan the advertising mail they receive. Advertising mail makes it easier for small businesses to alert potential customers to bargains in their own neighborhood. Nearly everyone has used a coupon or flier they've received in the mail.
- Do Not Mail initiatives would be a death sentence to hundreds of thousands of small American businesses and small business jobs. Without advertising mail, these small business owners and their employees would be left at a competitive disadvantage.
- Most small businesses can't afford expensive television or radio ads. They rely on mail to reach potential customers. It is simply unfair to deny these small businesses their right to advertise and compete in the marketplace.