
WHERE TO FIND ASSISTANCE

Direct Mail Associations

CANADIAN DIRECT MARKETING ASSOCIATION (CDMA)

1 Concorde Gate, Suite 607
Don Mills, Ontario M3C 3N6
Tel.: (416) 391-2362
Fax: (416) 441-4062

The CDMA was founded in 1967 to promote professionalism amongst users of direct marketing and to foster both the growth and credibility of direct response marketing in Canada. The association is comprised of over 850 Canadian and U.S. companies, representing a broad cross-section of individuals, industries and services.

DIRECT MARKETING ASSOCIATION (DMA)

11 West 42nd Street
New York, NY 10036-8096
Tel.: (212) 768-7277
Fax: (212) 398-6725

The DMA, established in 1917, is the oldest and largest international trade association representing users, creators and suppliers of direct marketing techniques. The DMA has more than 6,000 members from 3,000 companies, located in all 50 U.S. states and 55 other countries.

Standards and Product Certification

Compliance with American standards is necessary to successfully market a number of products in the United States. Following are a few addresses of standards, product testing and certification organizations.

A) Government Agencies:

The Animal and Plant Health
Inspection Service
Department of Agriculture
6505 Belcrest Road
Hyattsville, MD 20782
Tel: (301) 436-8695

Bureau of Alcohol, Tobacco
and Firearms
Department of Treasury
1200 Pennsylvania Avenue N.W.
Washington, DC 20226
Tel: (202) 566-7777

Food and Drug Administration
(FDA)

Department of Health
and Human Services
5600 Fishers Lane
Rockville, MD 20857
Tel: (301) 443-1544

Consumer Product Safety
Commission
5401 Westbard Avenue
Bethesda, MD 20816
Tel: (301) 492-6580