



Bethesda List Center, Inc.
 4300 Montgomery Ave. Ste 204-B
 Bethesda, MD 20814-4463
 Phone: 301-986-1455 Fax: 301-907-4870
 Email: info@bethesda-list.com
 Web: www.bethesda-list.com

ARDMS® MAILING LIST ORDER FORM

Please complete the order form below and fax the first 3 pages along with a copy of your mail-piece to 301-907-4870. If pre-payment is required you will receive an invoice via fax within 1 business day.

Please print clearly.

Date: _____ P.O.#: _____

Ordered By:

Name: _____
 Company: _____
 Address: _____ City, State, ZIP: _____
 Phone#: _____ Fax#: _____
 E-mail: _____ Mail Date: _____

Mail Offer: Sample attached? YES

Please note: sample approval required on every order. Every mail piece using the ARDMS® mailing list (except recruiting mail) must have printed on it the following disclaimer: "This product [service] is not affiliated with or endorsed by ARDMS®."

QUANTITY OF NAMES: _____

Please note there is a minimum order on this list, if you have any questions, please refer to the datacard or contact your customer care representative.

Mailing List Selections:

Credentials:

List Type

- RDMS (Registered Diagnostic Medical Sonographer) ALL
 - Abdomen Neurosonology Obstetrics & Gynecology Breast
 - Fetal Echocardiography
- RDCS (Registered Diagnostic Cardiac Sonographer) ALL
 - Adult Echocardiography Pediatric Echocardiography Fetal Echocardiography
- RVT (Registered Vascular Technologist) ALL
 - Vascular Technology
- RPVI (Registered Physician in Vascular Interpretation) ALL
- ALL OF THE ABOVE

- Registrants
- Prospects
- Candidates
- All: Registrants, Prospects & Candidates

PLEASE NOTE- Credentials are not automatically printed on every record. If you wish to receive that data please check here:
 (an additional charge of \$5/M will apply)

GEOGRAPHY: USA CANADA INTERNATIONAL

State/ZIP Code/SCF Code/Country: (if there are more than 20 ZIP or SCF codes, please send electronically)

MEDIA OUTPUT FORMAT:

- EMAIL _____
- 3.5 DISKETTE PEEL & STICK (PS) LABELS (US ONLY- Shipping charges apply)

LIST RENTAL ORDER PRICING:

| | | | |
|---|-------|---|-------|
| BASE RATE: \$150 x | _____ | = | _____ |
| GEO SELECT: \$10 x | _____ | = | _____ |
| CREDENTIAL: \$10 x | _____ | = | _____ |
| PER COMPANY \$10 x | _____ | = | _____ |
| *Print Credentials: \$5 x | _____ | = | _____ |
| <i>* Each record provided will include the ARDMS® credential if this option is requested.</i> | | | |
| FORMAT: | _____ | = | _____ |
| <i>Diskette: \$30 (+ Shipping- Please inquire), Email: \$50, PS Labels: \$12/M (+ shipping- Please inquire)</i> | | | |
| KEYCODE: \$3 x | _____ | = | _____ |
| TOTAL COST | | = | _____ |

Payment Information: VISA MASTERCARD

Card# _____ Exp Date: _____

CVN# _____

All information is required. Please complete the entire form. Please print clearly.

Name as it appears on the Credit Card _____

Street Address (as it appears on credit card statement) _____

City, State, ZIP _____

Phone # (as it appears on credit card statement) _____

Fax # _____

E-mail _____

TERMS & CONDITIONS: 1. We believe the information in this list is accurate but we cannot guarantee its accuracy or the outcome of a mailing. 2. Stated prices are for one-time usage only. 3. Net name arrangements are available on large orders for many lists. 4. Commissions are paid to recognized brokers and advertising agencies at standard industry rates. 5. Names will be shipped only to a bonded mailhouse or service bureau. 6. Purchase orders are required. 7. Payment in full is required within 30 days of an invoice. Bethesda List Center, Inc has the right to ask for pre-payment on any order. 8. Cancellations must be in writing and accompanied by the returned names and are subject to running charges. Orders canceled after mail date will be billed at full price. 9. We are not liable for any damages or loss sustained through use of this list, nor for any special or consequential damages, and in no event shall our liability exceed the price of the list. 10. Every mail piece using the ARDMS® mailing list (except recruiting mail) must have printed on it the following disclaimer: "This product [service] is not affiliated with

NOTE: The ARDMS® list is only for Postal use. Any efforts to telephone or email anyone on the ARDMS® list will be punishable by a minimum fine of \$1000.00 USD plus list costs and possible legal action. Any List Renter that does not comply with these conditions will permanently forfeit their right to rent the ARDMS® mailing list in the future.

I understand and agree to the terms and conditions above. (Orders will not be processed without valid signature)

Name: _____

Signature: _____

Date: _____

Thank you for your order. We will be in contact with you as soon as possible with a final quantity and cost of your list order. All orders generally ship within 3-5 business days of receipt. Please contact your customer care representative if you have any questions.

We at _____ understand and agree that the lists, labels, or any other information provided to this firm by the American Registry for Diagnostic Medical Sonography® (ARDMS®) are unique and are the sole property of ARDMS®. We further recognize that we are renting the use of the list names for a one-time mailing only, unless otherwise specified. If the specific conditions of this agreement are violated, the List Renter and/or Lettershop agree to indemnify List Owner and Bethesda List Center, Inc., List Manager for any expenses incurred.

We guarantee that your list will not be transferred, reproduced, reused in any form, resold or re-rented to anyone other than ourselves and that you shall be compensated for its use. None of the names or data will be retained, reused, transferred or integrated from your list to our house list, nor used for telemarketing solicitation. We are also required to submit a true sample of the entire mailing piece which represents the offer we are extending to ARDMS® for approval prior to release of the mailing list. The list which has been rented will be monitored to prevent improper and unauthorized use. We understand that ARDMS® reserves the right to refuse list rental for any use that is deemed to be incompatible with its purposes and activities, or for any other reason.

Every mail piece using the ARDMS® mailing list (except recruiting mail) must have printed on it the following disclaimer: "This product [service] is not affiliated with or endorsed by ARDMS®."

All third parties involved in the rental of this list will abide by the same regulations. In addition, we guarantee that the person(s) in charge of our mailing operation also understand(s) and agree(s) to these rental conditions. The use of the name American Registry for Diagnostic Medical Sonography® or of the acronym ARDMS® is strictly prohibited, as is revealing where the names were obtained. The use of ARDMS® mailing lists in no way constitutes approval or endorsement of products, programs or services distributed through mailings.

NOTE: The ARDMS® list is only for Postal use. Any efforts to telephone or email anyone on the ARDMS® list will be punishable by a minimum fine of \$1000.00 USD plus list costs and possible legal action. We will also be prohibited from all future list rentals.

List Renter hereby agrees that the above stated conditions are in effect for the full calendar year of 2010 and that these conditions apply to every order placed within that calendar year unless your bonded lettershop is changed during that time.

We understand that ARDMS® makes no warranty of the accuracy of the names, addresses or any other information provided in the mailing lists. We agree to be responsible for determining that the information provided is sufficiently accurate for our use. Any complaint arising from receipt of ARDMS® lists will be made in writing by us to List Manager within 15 days of receipt.

This agreement will be governed by the laws of the state of Maryland.

LIST OWNER: **The American Registry for Diagnostic Medical Sonography®**

Date: _____

List Renter (company): _____

Address: _____

Authorized Signature: _____

Name & Title: _____
(Please Print)

Bonded Mailshop: _____

Address: _____

Authorized Signature: _____

Name & Title: _____
(Please Print)

Please have this Agreement signed and returned to Bethesda List Center, Inc. (Fax: 301-907-4870) as soon as possible. We cannot process your order until we receive an executed Agreement.

List Order Instructions

(You need not return this page to BLC)

Pricing Guidelines

The cost of your ARDMS® order is calculated by computing and adding together:

- Base rental price
- Selection charges
- Materials charges
- Shipping charges

These are explained below.

Base price rental for all ARDMS® mailing label records is \$150 per thousand (15 cents each). The minimum base charge is \$350, regardless of the number of records selected. The "breakeven" number is 2,334 records; that is, orders totaling 2,334 and up are at a marginal base cost of 15 cents each.

Selection charges are \$10 per thousand records (one cent each). These charges are applied only to the actual records chosen, even if your base selection is 2,334 or less. A separate charge is made for each selection (credentials, geography, gender).

Key Coding charges are \$3 per thousand records (three-tenths of a cent each).

Materials charges

| | |
|----------------------------|--|
| Email | \$50 no matter how many records shipped. |
| Diskette* | \$30 no matter how many records shipped. |
| Pressure sensitive labels* | \$12 per thousand (actual label records shipped) |

Shipping charges

* Labels or diskette shipment charges vary depending on the method and speed of delivery. You will be asked to decide on the shipping method

The final price for your order will be calculated and transmitted to you after all information is obtained and before you authorize us to ship your order.

Misc

Credentials are not automatically included on every record. If you wish to have the credentials added, please check the box on the order form. There is an additional fee of \$5 per thousand.

