

SERVICES OVERVIEW

LSC has been representing publishers in their list management, insert management, list brokerage and insert brokerage programs since 1980. LSC has been in the database marketing and service bureau business since 1984. Our corporately owned and operated data center is located at our headquarters location. Our secure, state-of-the-art operation will add value to your campaigns by making them more profitable. LSC owns data on over 200,000,000 consumers and 20,000,000 businesses. We have over 100 data points that we use to provide you with a full 360 degree view of your customer. This information helps to determine the best approach to market to them profitably.

Data Driven Technologies

LSC will tell you who your best customers are. LSC provides key demographic information - age, income, sales volume, SIC, etc. - to target prospects more effectively. LSC's approach reduces spending by refocusing campaigns on marketing to prospects that will buy at a higher rate.

Data Hygiene Approach / Delivery Approach

On average, 20% of the residents in the United States move or make a change to their address each year. NCOA and other address change management services can help detect most of those moves. LSC can find the rest. Where other service bureaus offer NCOA, LSC offers advanced hygiene services that increase that effectiveness of NCOA and related USPS products. Our data management solutions will make your business more profitable by doing the following:

- Assuring your customers' names, addresses, telephone numbers and email addresses are accurate
- Improve the effectiveness of your next campaign by offering advanced data hygiene services like NCOA, DPV, Deceased Processing, DMA Pander suppressions and more
- LSC will deliver more mail, provide more valid phone numbers and deliver more of your emails because our data and delivery technologies are best-in-breed and maintained by a knowledgeable, experienced staff

Why LSC is the Right Choice

LSC currently maintains over one hundred different marketing programs with each of these having different update frequencies and project scopes. For every update, each partner is afforded a specific project plan that is well documented and executed by an experienced team. These project teams are staffed by experienced personnel whom truly differentiate LSC from other service bureaus. LSC's marketing services are competitively priced and will increase your campaign results.

LSC Publishing Clients (partial listing)

All American Crafts	Fine Gardening	Reader's Digest
American Woodworker	Fine Homebuilding	Saturday Evening Post
Archaeology Magazine	Fine Woodworking	Scholastic Publishing
Arthritis Today	Foreign Affairs	Scientific American
Arthritis Self-Management	John's Hopkins Newsletter	Scientific American Mind
Biblical Archaeology	Lakeland Boating	Science World
Boston Common Press	London Review of Books	Selecciones
Clifford Magazine	Love of Quilting	Sports Weekly
Cowboys and Indians	Macfadden Performing Arts	Taunton Press
Circulation Specialists, Inc.	Media	Threads
Diabetes Self-Management	Mother Jones	UC Berkley Wellness Letter
Everyday with Rachael Ray	New Track Publications	USA Today
The Family Handyman	ProCirc	Wilson Quarterly
Fine Cooking	Publishing Management Assoc.	Wine Enthusiast