

**Data Management Services**

LSC's computer service bureau has been in business since 1984. Our corporately owned and operated data center is located at our headquarters location. This secure, state-of-the-art data center can add more value to your existing offers than most would have thought possible! LSC houses over 200,000,000 consumers and 20,000,000 businesses with over 100 data variables that we can use to provide a better understanding who is your customer and what is the best way to market to them?

**Data Driven Technologies**

LSC will provide you with a better understanding of who are your customers. LSC provides key demographic information like - age, income, sales volume, SIC, etc. - to target prospects more effectively. LSC's approach reduces spend 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 of 95% 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 provides services that are competitively priced and those services will provide huge savings in the form of more effective campaign results. Contact us today to find out more about how LSC can help today.

**LSC Publishing Clients**

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