

NAPCS Product List for NAICS 54186: Direct Mail Advertising

1	2	3	4	5	6	7	8	9
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
54186	1	X				Direct mail advertising, full-service	<p>Providing all the services of a direct mail advertising campaign from the concept development through the actual mailout.</p> <p>Includes:</p> <ul style="list-style-type: none"> identifying the target group; developing the strategy; designing the mailout package; printing and assembling the package; and mailing the package. 	541860
54186	2	X				Concept development for a direct mail advertising campaign	<p>Developing the plan for a direct mail advertising campaign. The plan is a separate product that may then be implemented by the same direct mail agency or by a third party.</p> <p>Includes:</p> <ul style="list-style-type: none"> identifying the target group; developing the strategy; and designing the mailout package. 	541860
54186	3	X				Mailing lists	<p>Lists of names, addresses, and other contact information developed to market or promote to a specific group such as those sharing a common interest, purchase history, membership affiliation, or contribution history. Lists are frequently produced on labels.</p> <p>Includes:</p> <ul style="list-style-type: none"> mailing lists published in print, online, or on electronic and other media. standardized and customer-specified lists created for sale or rent. <p>Same as product 1 on 51114 list.</p>	541860
54186	4	X				Printing services for direct mail advertising materials	<p>Printing the mailing pieces for a direct mail advertising package, including letters, flyers, brochures, coupons, advertisements, envelopes, and shipping labels, etc.</p> <p>Subset of product 3.1 on 51111 list.</p>	541860 323119

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54186	5	X				Letter shop services	Preparing the mailout packages and delivering them to a mail facility or other distribution center. Includes: • folding, addressing and personalizing, inserting, and affixing postage.	541860
54186	5.1			X		Letter shop services, mailing list provided by client	Preparing the mailout packages and delivering them to a mail facility or other distribution center, using a mailing list provided by the client. Includes: • folding, addressing and personalizing, inserting, and affixing postage.	541860
54186	5.2			X		Letter shop services, mailing list rented to the client by the direct mail advertising agency	Preparing the mailout packages and delivering them to a mail facility or other distribution center, using a mailing list rented to the client by the direct mail advertising agency. Includes: • folding, addressing and personalizing, inserting, and affixing postage.	541860
54186	6	X				Fulfillment services	Providing a bundled distribution service that generally includes storage, processing of orders (gathering and packing items ordered); shipping, billing and collecting payment for the order; and handling returns and exchanges. Includes: • handling of returns and exchanges sold separately. Excludes: • marketing. Same as product 1.3 on 493 list.	541860

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54186	7	X				Other direct mail advertising services	Providing other direct mail advertising services. Includes: • services such as designing mailing package materials; proofreading the mailing package materials; editing and formatting client-supplied mailing lists and data bases for direct mail use; and receiving and making telephone calls related to a direct mail campaign.	541860
54186	7.1			X		Answering direct mail campaign telephone calls	Answering telephone calls made in response to a direct mail campaign. For example, to provide more information about the campaign.	561422
54186	7.2			X		Conducting telephone calls related to a direct mail campaign	Conducting telephone calls as required by the direct mail advertising client. For example, making calls to improve the level of response to a direct mail campaign.	561422
54186	7.3			X		Formatting of mailing lists	Formatting a target group list provided by the client, as specified by the client, for use in a direct mail campaign.	514190?
54186	7.4			X		Purging of mailing lists	Eliminating data duplication from mailing lists provided by the client.	514190?
54186	7.9			X		Other direct mail advertising services, nec	Providing other direct mail advertising services, not elsewhere classified.	541860