

Interlink Circulation

An Introduction to the most widely used newspaper circulation system in America



Introduction to Interlink Circulation

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Top 10 Reasons Publishers Choose Interlink

1. High Productivity

- ✓ High-speed label printer drivers
- ✓ Fully automated list services
- ✓ Fully automated software updates
- ✓ Quick menu-free access to all functions required for list updates

2. Postal Perfect

- ✓ All USPS address quality databases updated monthly
- ✓ Includes address coding required for bar-coded automation rate mail
- ✓ Includes CASS, DPV, LACS, eLOT and USPS-certified Walk Sequence coding

3. Customer Care

- ✓ Live Mon-Thu 9 a.m. to 6 p.m. Eastern
Fri 9 a.m. to 5 p.m. Eastern
- ✓ Users-helping-users online forum
- ✓ Connect the way you want by phone, fax, email and online
- ✓ Low-cost one-on-one training options

4. Subscription Management

- ✓ Renewals
- ✓ Payments
- ✓ Vacations / Snowbirds

5. Circulation Building

- ✓ Integrated newspaper sampling
- ✓ Integrated USPS CDS list service
- ✓ Call-back list for sub-saver calls
- ✓ Interlink's exclusive Print-to-Mail renewal service

6. Delivery

- ✓ Insert management
- ✓ Non-mail home delivery management
- ✓ Single copy sales management
- ✓ PAVE-certified Periodical Mail with exclusive newspaper extensions

7. Management Records

- ✓ Earned / unearned income
- ✓ Subscription revenue forecasting
- ✓ Paid and total circulation by issue or averaged over range of issues
- ✓ Current-issue press run estimate
- ✓ Subscription payment revenue
- ✓ Master subscriber list

8. Accounting

- ✓ Paid subscription audit tracking
- ✓ Earned / unearned income
- ✓ Subscription payment tracking
- ✓ Subscription revenue forecasting
- ✓ Single copy dealer sales billing
- ✓ Single copy rack collections tracking

9. High Security

- ✓ Built in automated off-site backup
- ✓ Uses bank-grade encryption when communicating with Interlink servers

10. Non-Duplicated Shopper

- ✓ All USPS address quality databases updated monthly
- ✓ Includes address coding required for bar-coded automation rate mail
- ✓ Includes CASS, DPV, LACS, eLOT and USPS-certified Walk Sequence coding

Top 10 Reasons Publishers Choose Interlink

Detailed View

1. Customer Care

- ✓ **Live from 9 a.m. to 6 p.m. Eastern.** Talk with someone who can help you.
- ✓ **Users-helping-users online forum.** Putting community back in community publishing.
- ✓ **Connect the way you want by phone, fax, email or online.** The end of waiting on hold.
- ✓ **Low-cost one-on-one training options.** For those who learn best through conversation.

2. High Security

- ✓ **Interlink Circulation uses bank-grade encryption** when moving your list to and from Interlink servers. And since this is the only link required for using Interlink Circulation, the network administrator can fully deploy firewall shields to simply 'not answer the phone' should a hacker set out to probe your circulation computer.
- ✓ **Interlink Circulation includes automated off-site backup at no additional cost.** Each time your list is serviced, the most recent copy is retained in your private folder on the Interlink server from where it is available with just four mouse clicks from within Interlink Circulation! (Publishers are advised that there remains the remote chance both Interlink and one of its client facilities will be simultaneously destroyed and thus should act accordingly to further protect their data.)

3. High Productivity

- ✓ **By design all functions required for list updates and issue delivery are menu free.** The advantages of such a system include the following:
 - This is the quickest way to update your subscriber records issue after issue.
 - This avoids the out-of-sight, out-of-mind forgetfulness that menu-dependent systems foster.
 - This is the easiest way to learn to use the system. Whether the system is new to the operator or the operator is new to the system, learning a system is often undervalued, especially until a substitute operator sits in front of the screen on deadline.
- ✓ **Fully automates list services.** The user does not even have to click their mouse once to service their list. While the user can click a simple check box to skip list service, by default the list is automatically serviced every time the unified Close Issue process runs.

4. Management Reports

- ✓ **Earned / unearned income.**
- ✓ **Subscription revenue forecasting** based on future monthly expiration counts for all subscriptions.
- ✓ **Paid and total circulation by issue** report for current issue and for issues averaged by date range.
- ✓ **Current issue press run estimate.**
- ✓ **Subscription payment revenue by date or date range.**
- ✓ **Master subscriber list** of current and expired subscribers.

5. Accounting

- ✓ **Paid subscription audit tracking** can be linked to bank deposits for third-party confirmation.
- ✓ **Monthly earned / unearned subscription income report.**
- ✓ **Subscription payment listing** reported by date or range of dates.
- ✓ **Single copy dealer sales billing** supports collections during delivery and bill-by-month accounts.
- ✓ **Single copy rack collections management.**
- ✓ **Subscription revenue forecasting** based on future monthly expiration counts for all subscriptions.

6. Subscription Management

- ✓ **Renewals**
 - Automated or Manual renewal scheduling.
 - Choose among First Notice, Second Notice and Expiration Notice options.
 - Notice formats include labels, postcards, multi-part forms and mail-merge.
 - Print-to-Mail option lets you choose to have a national mail house print and mail your personalized renewal notices for you for just 33 cents per piece plus First Class postage.
- ✓ **Payments**
 - Automatically extend a subscription expiration date by posting its subscription payment.
 - Automatically discount or prorate a payment that is not equal to the current rate assigned to the subscriber.
 - Payments reporting lets you list payments by date or date range and show not only value of payments, but also value of discounts taken for the listed payments, and value of sales tax, if applicable, for the payments listed.

- Screen view any subscriber's payment history from the edit address view.
 - Easily link payments to bank deposits for simplified compliance with auditing services.
- ✓ **Vacations / Snowbirds**
- Home and away addresses independently retained.
 - Switching between home and away address may be automated using built in calendar.
- ✓ **Gift and alternate billing**
- Gift subscriptions supported where donor is billed rather than recipient.
 - Bill-to renewals supports options like office billing and home delivery.
- ✓ **Reporting**
- Payments Report by date or date range.
 - Paid circulation by issue or range of issues.
 - Press Run Estimate for subscriptions or fully paper with single copy usage is defined.
 - Monthly Earned / Unearned Income Report.
 - Subscription Renewal Notice.
 - New Subscription Payment Notice for starts without payment.
 - Call Back List to simplify sub-saver call scheduling.
 - Sales Tax summary.
 - Master Address / Subscription list.

7. Circulation Building

- ✓ **Integrated newspaper sampling** for non-subscribers lets you take advantage of ultra low-cost delivery of sample newspapers with subscription invitations inserted for convenient starts.
- ✓ **Available fully integrated USPS CDS list service.** Computerized Delivery Sequence (CDS) gives you full control of all the addresses in your primary circulation area, future proofing you against possible shopper or other competition. CDS is the USPS service that updates your list every 60 days with new addresses while updating vacant, throw back (addressee accepts mail only at PO Box though has a street address), and seasonal address flags. Interlink's integrated sampling tool plus CDS gives you a powerful tool for building circulation. Plus, Interlink is the only newspaper circulation vendor offering clients near-immediate access to CDS where it is available.
- ✓ **Integrated call back list is immune to the national do-not-call list** because you have a business relationship with these valuable contacts. The call back list includes subscriptions that soon will expire or have recently expired. Targeting these households is the proven way to reduce churn. Reducing churn is, of course, the lowest-cost way to achieve maximum circulation counts.
- ✓ **Interlink's exclusive Print-to-Mail service** delivers million-circulation-magazine quality renewals, with optional credit card acceptance, and does so for the price of a stamp plus just 33 cents per piece, including postage! With Print-to-Mail, the only envelopes you touch have payments in

them! Print-to-Mail is totally automatic. Your renewal notices, using your own artwork and your own message, are sent off as a file to our printing and mailing service where they are in the mail tomorrow. Print-to-Mail includes the powerful subscription-retaining convenience of a remittance coupon used to address the included windowed return envelope.

8. Delivery

- ✓ **Insert Management** lets you offer premium priced inserts for targeted delivery. It also lets you reduce postage to distant locations where inserts are not being sent. Interlink clients are using this tool to automatically support multiple postage statements based on insert content. You can define insert delivery by ZIP Code, even individual postal route within a ZIP Code, as well as by individual racks and dealers. And of course, insert distribution schemes are retained for later reuse.
- ✓ **Integrated Home Delivery is available.** For publisher delivering nearby papers by private carrier, Interlink Circulation offers carrier and route management at the same rate as mail-delivered subscriptions. Included with these services is a simple emergency mailing option for down routes.
- ✓ **Single Copy Sales management is available.** Interlink Circulation Management makes tracking and delivering papers to racks and dealers quick, simple, and foolproof. Billing dealers, whether collections are made at time of delivery for some or billing is done monthly for others, is fully managed.
- ✓ **Periodical Mail delivery designed specifically for newspapers.** Interlink offers the only newspaper circulation management system with its own Gold Level USPS PAVE certification. This dramatically simplifies mail distribution, provides newspaper-specific mail support not available from general purpose mailing software such as Bulk Mailer by Satori, and lets Interlink easily integrate high-value targeted inserts into your mail stream.
- ✓ **Integrated USPS-certified Walk Sequence by Interlink** guarantees qualification for high-density and saturation postage rates, the lowest postage rates offered to periodical mailers. Please note that Walk Sequence service is integrated with Interlink Circulation Management at no extra cost and may not be included even as an extra-cost option from CASS processing services such as Bulk Mailer by Satori, AccuZIP, or Melissa Data's Mailers+4. And none of these vendors support the postage-cutting, newspaper-specific 25% rule. (DMM 707.13.3.4.c)

9. Non-duplicated shopper

- ✓ **Automated shopper starts** when newspaper subscriptions are set to expired.
- ✓ **User-defined shopper circulation territory** using ZIP Codes.
- ✓ **Available fully integrated USPS CDS list service.** CDS updates your list every 60 days with new addresses and updates vacant, throw back (mail received only at a PO Box and not the street address), and seasonal address flags. Interlink offers CDS subscriptions directly and is the only newspaper circulation vendor offering this service.

- ✓ **Integrated USPS-certified Walk Sequence by Interlink** guarantees qualification for high-density and saturation postage rates, the lowest postage rates offered to any mailers. Walk sequence service may not be included in basic packages from CASS processing services provided by Bulk Mailer by Satori, AccuZIP, or Melissa Data's Mailers+4.
- ✓ **Integrated USPS-certified Standard Mail presort** for shoppers eliminates the need for third-party mail preparation software.
- ✓ **Non-mail delivery management** for those using such delivery is integrated and available.

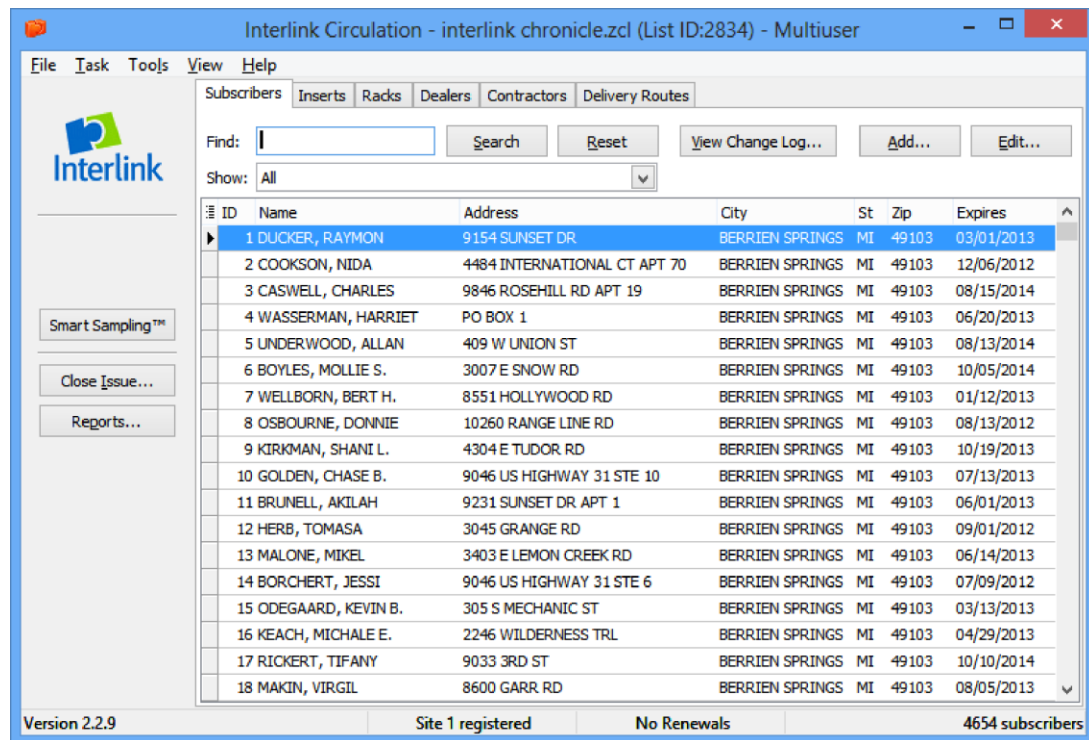
10. Address Quality

- ✓ **Interlink updates all of its USPS address quality databases monthly**, which is more frequently than services provided by Bulk Mailer by Satori, AccuZIP, or Melissa Data's Mailers+4. Interlink licensees lose the fewest subscriptions to poor address quality of any newspaper circulation vendor.
- ✓ **Interlink is USPS-certified to assign all required address coding to qualify for Automation Rate mail for all mail classes.** And Interlink fully supports printing Intelligent Mail bar codes, whether you use mailing labels or the latest trend to inkjet addressing.
- ✓ **CASS (Coding Accuracy Support System) is really only the beginning.** And with monthly updates, Interlink CASS data is the freshest available.
- ✓ **DPV (Delivery Point Validation) included without extra charge.** Interlink licensees have had the advantages of DPV for more than a year before it was required. Newspaper addresses that fail DPV are delivered, while DPV failed shopper addresses are trashed. Interlink lists all addresses with DPV errors for easiest correction.
- ✓ **LACS (Locatable Address Change Service) included without extra charge.** With more than 6 million addresses in the USPS LACS file, and thousands being added every month, you get address correction automatically.
- ✓ **eLOT (enhanced Line Of Travel)** meets only the Basic Enhanced Carrier Route rate requirements. For lower postage, you'll need Interlink's Walk Sequence service, included at no additional cost.
- ✓ **USPS-certified Walk Sequence is included with all Interlink postal licenses.** Because Interlink is newspaper focused, it includes fully automated WSH discounts at the newspaper-only 25% threshold. No general purpose mailing package from vendors such as Bulk Mailer by Satori, AccuZIP, or Melissa Data's Mailers+4 supports the 25% rule.
- ✓ **Comes with built-in high-speed label printer drivers.** This technology goes far beyond Windows printer drivers in substantially reducing printer noise level. ■

Let's have a closer look at the Simple User Guide

1. Simply update your records as needed for the next issue It is so simple; you just click on a tab, find the record and do the update. With always-visible tabs, you'll never forget something hidden away in a drop-down menu. You can go weeks and not click open a menu! Not once!

- ✓ Update list with new subs, payments, or address changes
- ✓ Update single copy rack and agent records
- ✓ Update the inserts sold for the next issue



2. Click the Close Issue button to signal that you have completed list updates for the next issue. Close Issue handles each of the following processes without your intervention. This means your next issue will be perfect even if you are on vacation!

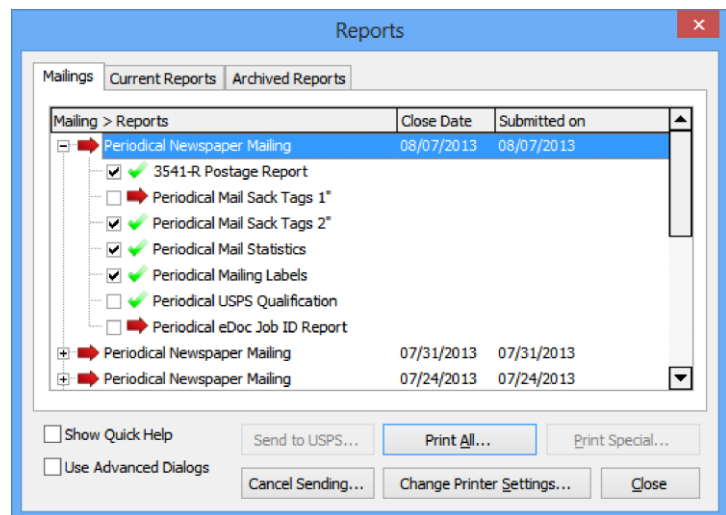
Close Issue...

- Automatically updates each address with official USPS CASS, eLOT, and Walk Sequence coding available on Interlink servers.
- Automatically tallies up changes in the list and creates and stores a new pressrun estimate accurate to a single copy.

- Automatically updates the circulation records for the issue. These records are used for all circulation audits and automatically produce the annual USPS Form 3526 Statement of Ownership, Management and Circulation required to maintain the Periodical Permit.
- Automatically runs and stores all of the reports required to distribute the issue being closed, including mail, single copy, and even home delivery. Any of these reports can be run or rerun in any order and for the current or historical issues.
- Automatically creates the renewal notices for subscriptions with expiration dates that fall within range for notification according to the publication's renewal schedule. These notices are stored and a record is kept when each set is printed. Of course, for just 33 cents per piece plus First Class postage, Interlink's Print to Mail service will print and mail your subscription notices automatically when you click the Close Issue button.
- Automatically stops any subscription that has expired without renewal. Interlink configures the built-in expiration schedule to exactly follow to the publication's practices. It also creates a report that lists the subs that will expire with the current issue and the subs that will expire with the next issue if payment is not received. (Of course, this feature can be turned off by those who take a more hands-on approach to expiring non-renewing subs.)
- Automatically switches scheduled delivery address changes for subscribers who request it.

3. Print Reports is so simple

We've created report groups or categories. Even new or temporary operators will quickly see what to print for the next issue. Plus you can now check more than one report to print with a single click of the Print Button. And with report types configured to the actual printers on your system, labels go to the label printer, while pages go to the page printer by just clicking the report!



There you have it!

With a 3-step sequence, Interlink Circulation is so simple it is almost like Interlink is running your system for you! Indeed, if the experienced operator were unable to come to work, Interlink customer support could in a matter of just a few minutes reassuringly walk an inexperienced person through closing the issue and printing the reports for the next issue of your paper. ■

New User Orientation Guide for Interlink Circulation

As part of your orientation to the Interlink Circulation program we will cover each of the items listed below. Your Interlink support contact will schedule two to four hours with you to install your new system and to cover these items. As you can see, with these items in hand, you will be fully able to mail your subscribers their papers, keep their subscriptions current, and keep your system current.

One Issue at a Time

1. Subscription Management
 - a. Finding Subscribers
 - b. Updating Subscriber Information
 - c. Applying Payments to a Subscription
2. Setting up Inserts
 - a. Creating New Inserts
 - b. Turning Inserts On/Off
3. Closing an Issue
 - a. What Happens During Close Issue
 - b. Expiring Subscriptions (only if manual renewal method)
 - c. Servicing the List as Part of Close Issue
4. All About Reports
 - a. Statistics Report
 - b. Postage Report
 - c. Mailing Labels
 - d. Sack/Tub Tags
 - e. CASS Error Report

Renewals, Program Updates, Special Needs

1. Sending Out Renewal Notices
2. Downloading and Installing Program Updates
3. Contacting Interlink for Technical Support

Interlink Setup and Orientation Acceptance

My Interlink system setup and Orientation guide has completed initial Orientation for each of the items listed here. In addition, I have mailed our first issue using Interlink Circulation. My approval here indicates I believe my Interlink System is basically operational, even though I'm sure there are yet things I'll be learning about my system.

Signed: _____ Date: _____ ■

Interlink List Transfer and Setup

What we do for you

Interlink's Standard List Setup Service includes the following localized functions:

1. Renewal Management
 - Rates are flexible
 - Standard Rates include: In-County, Out-of-County, and Out-of-State. Standard Rates are automatically set, based on county and state codes associated with the address.
 - Each rate can have from 1 to 4 terms, such as 6 Months, 1 Year, 2 Years, etc.
 - Each rate can accommodate discounts such as "Senior Citizen"
 - Custom rates such as Student or Military can be created and assigned to individual subscription records by the user.
 - Notification schedules are flexible
 - Automated monthly or weekly mailing or user-managed notification schedule
 - One notice and two notices with or without an additional expiration notice
 - User-written messages for each notice
 - Notification formats include mail label, multi-part billing form, and postcard
 - Automated or user-managed expiration of expired subscriptions is a setup option the user controls.
2. Insert/Preprint Management
 - Each preprint to be inserted into an issue of the paper can be listed and its circulation area defined by ZIP Codes and even postal routes within a ZIP Code
 - Multiple postage statements are automatically created to match active inserts or predefined Insert zones
3. Mail Management
 - Automated address coding for maximum postage discounts, including Walk Sequence
 - Newspaper-specific packaging to speed delivery to specific ZIP Codes

Formatting your list to qualify for Interlink list transfer and setup service

Interlink's Standard List Setup Service is based on list data being presented in the most widely used computerized file format used today: Comma Separated Variable, or CSV. The ubiquitous spreadsheet program Excel from Microsoft Office, available on Macs and PCs, "reads" a great many file formats and turns them all into a CSV file format. And most circulation programs used by publishers today, even and especially old ones, usually save or export their data in CSV format directly.

Given the CSV file format, your list file must include the following six fields:

- Name [30 characters with or without titles, and first name and last name in either regular or reversed order]
- Address [30 characters – if you have more than once address line, see below]
- City [20 characters max]
- State [2 characters]
- ZIP [5-digit enough, +4 OK]
- Expiration Date [mm/dd/yyyy format – use Excel to reform your dates using “Custom” format and enter “mm/dd/yyyy” in the entry area]

Your list may also include specific additional fields with no additional fee. The additional fields must be precisely formatted according to the specifications associated with each field in the Excel spreadsheet file distributed for your convenience with this document. Fortunately Excel and other spreadsheet programs use built-in formatting tools and search and replace tools to let you make your file quickly and conveniently conform to Interlink Circulation import requirements. The additional fields you may include are:

- A Second Name field [30 characters – perhaps a company name]
- A Second Address field [30 characters – used as an ‘overflow’ address field]
- Phone Number field [10 or 7 characters long, different records can be different lengths]
- Newspaper Status Field [Must be numeric: 1 = Active, 2 = Expired, 3 = Inactive. Used to identify currently active subscriptions records within a larger list]
- Rate Code field [Must be numeric: 1-15; Interlink assigns 1 = In-county, 2 = Out-of-County, and 3 = Out-of-State rates – you may use 4-15 to automatically assign rates of your own choosing]
- TMC Status field [Must be numeric: 1 = Active, 2 = Inactive – to identify currently active Total Market Coverage shopper records within a larger list]
- Pay Type field [Must be numeric: 1 = Office paid, 2 = Carrier paid, 3 = Complementary, or 4 = Sample subscriptions]

In a worst case scenario, with a truly antique home-brew system, it is always possible to simply re-enter the subscription records to get them into CSV format. Free tools are available that let you key in your subscriber records directly into a simple CSV file. Please ask your Interlink sales representative for assistance with such tools if you would like to use this method.

Custom list conversion is also available

Data fields in CSV format that go beyond the Standard List Setup fields listed above can often be moved to your new Interlink Circulation list. This custom transfer service is billed hourly, with a one hour minimum, at \$195 per hour. Common additional items include Initial Start Date, email address, Gift Subscription Donor Record for a gift subscription, Alternate or vacation address, etc. In many cases, these items only apply to a few subscription records. This makes them easy and quick to manually update in your new Interlink Circulation system after it is installed, without incurring an additional fee.

Interlink also offers custom programming services that can extract data from just about any file format that has ever been used in computing. This service begins at \$300 and can run into thousands of dollars. ■

Interlink Circulation System Requirements

Computer System Specifications

Interlink Circulation requires a computer system meeting these specific or minimum requirements:

- Broadband internet connection on the Circulation PC. ISDN, DSL, Cable-modem, or T1 are all acceptable. Satellite services, wireless and dialup can be used in a pinch, but are not recommended or supported.
- Windows 7 or 8 operating system. (Mac users self-report fully meeting Interlink system requirements using Parallels or Bootcamp on an Intel Mac, though Interlink does not support the Mac side of these systems.)
- 2 GB RAM or more recommended for best performance)
- 50 GB or more free disk space on the local PC
- Intel Dual Core i5 processor or equivalent – ask you system administrator or vendor if you are uncertain about whether your processor meets this requirement.
- A laser printer that is configured and tested to work properly under Windows.
- Optional – A high speed label printer from the supported driver list. It must be available as a windows printer but does not require a driver, the text printer driver is fine. Many other printers are compatible, but are not supported.

Direct Addressing Systems

Interlink fully supports the ever more popular direct addressing systems. These systems print the address information directly onto the newspaper. These systems all use inkjet technology. Interlink Circulation uses an industry-standard file format to send presorted “label” sets directly to all such systems.

Continuous-feed Label-based Addressing Systems

Interlink fully supports a wide range of continuous-feed label printers. The following table will help you choose which printer is right for you. Note that the thermal printer requires special label stock. Printers that are not listed may be compatible with the Epson formatting codes.

Label Format	2k – 5k lph	5k – 10k lph	> 10k lph
1- 2-up	Epson LQ-590 Epson FX-890	Epson DFX-9000 (9-pin only)	Citizen CLP-7202e Citizen CLP-621 (Thermal printers z-fold, no tractors 1-up only)
2- 3- 4-up	Epson LQ-2090 Epson FX-2190	Epson DFX-9000 (9-pin only)	

Cut-sheet label printers

Interlink Circulation supports nearly all laser and inkjet printers for which a Windows XP printer driver is available. We have found that the Brother 5140 and 5240 laser printers work well with Interlink Circulation. The HP line of laser printers are also widely used by Interlink clients. Laser printers are by far the consumables cost-per-page leader compared with inkjet printers. ■

Interlink Licensed Services Rate Sheet

Interlink Circulation

The following monthly license fees are based on the units defined at the left, and for the number of issues published weekly to the right. Prorate to establish the license fee for specific counts.

For new clients, Interlink offers a required List Transfer and New User Orientation service that delivers perfect results starting with the first issue. The one-time fee for this service for a basic list transfer is \$1,295. Additional service charges will apply for more complex transfers or when additional optional modules are licensed.

	Monthly Fees	1x Weekly	2x Weekly	3x Weekly	Daily
1	Subscription Count	\$89/1,000	\$99/1,000	\$104/1,000	\$104/1,000
2	Shopper Module (3 levels)	\$24.50, \$59.50, \$149.50			
3	CDS Service (annual cost)	\$40/1,000			
4	Multi-User Module	\$129.50			
5	Pallet Mail Management	\$249.50			

Startup Fee for Standard List Conversion, Setup and Training: **\$1,295**

Legend:

1. **Subscriptions.** Individual copies (paid or free) of your newspaper that you deliver by mail or by carrier. Prorate actual count. Minimum fee is \$75.65 per month.
2. **Shopper Module.** The shopper module integrates with the USPS CDS master address lists to optionally non-duplicate with your newspaper.
3. **CDS Service.** This is the fee for retrieving and integrating licensed CDS records.
4. **Multi-User Module.** This module lets two or more users operate at the same time.
5. **Pallet Mail Management Module.** This option reduces sack counts and postage where out-of-county mail volume is 5,000 and up.

Interlink Ad Billing

The following monthly fee is the license fee. Please refer to the license terms for installation and service options.

Monthly Fees	1x Weekly	2x Weekly	3x Weekly	Daily
Per site	\$49.50	\$49.50	\$49.50	\$49.50

Legend: Per site covers all publications managed at the site where the license is registered.

Note: Pricing listed here is current only as of the date of this document and is subject to change by Interlink Inc. without notice. Your Interlink sales representative is happy to provide a current quote for all Interlink services.

How to contact your Interlink sales representative

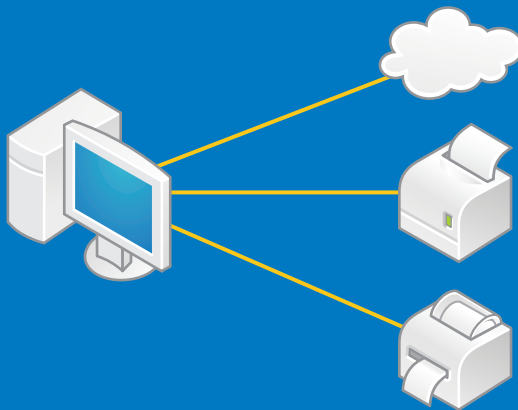
sales@ilsw.com
(888) 473-3103

Interlink, Inc.
PO Box 207
Berrien Springs MI 49103

System requirements

Computer running:

- Windows 7 or Windows 8
- 2GB RAM Minimum
- Intel Dual-Core i5 processor or equivalent



Always-on connection to the Internet

Page printing: Any inkjet or laser printer that has been configured to work with Windows.

Label printing: See recommendation list



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