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Direct Newslines - a daily marketing newsletter, Jun 6 2004



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E-mail this information

New software designed to block automated e-mail deliveries has been developed by Systemslogix, based in Glendale Heights, IL. It's designed for corporate information technology departments and Internet service providers to install to block unwanted e-mail advertising.

The AntiSpam software works by requiring first-time e-mail senders to submit a verification e-mail, before any e-mail can be delivered. If the sender fails to verify the originating address, within five to 10 days, the server will automatically block delivery of the e-mail.

The software places the burden on e-mail senders of verifying that intended recipient is willing to receive e-mail from a particular sender. Legitimate e-mailers can confirm their e-mail address by returning an AntiSpam software "passkey word" provided by the computer server that's receiving an e-mail.

Once the verification process is completed, individuals can receive e-mail from approved senders. However, individuals can at any time block e-mails originating from any e-mail address they choose.

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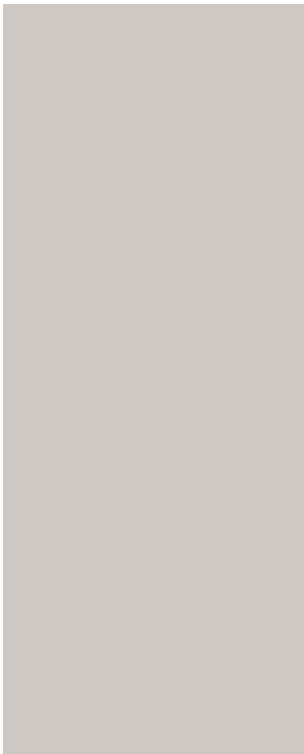
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Mail Stream: A Report on Incoming Direct Mail

Specialty cataloger Brigade Quartermasters has returned to the mail with its collection of action gear for the armed forces, special forces, law enforcement personnel and concerned citizens. Two recent direct mail fundraising packages from the New York Restoration Project featured improvements inside and out designed to better involve recipients with the organization's cause.

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