



Keycode Definition Guide

KEYCODE OPTIONS

The following is an alphabetical listing of keycode options including a definition for each. Keycoding on an order is indicated for each segment on the packing list. Keycodes appear on the first line of a mailing label, in the same sequence in which they appear on the packing list, and are separated by a slash (/). Some keycodes represent exact values while others reflect ranges. In this guide, the field name is indicated in parenthesis after the keycode heading. The number in parenthesis represents the character length of the keycode.

Address Type – InfoBuyers

Keycode (1)	Definition
B	Business
C	Consumer
H	Hospital

Affiliation Code – Daycare, College (AFFILIATE)

Keycode(2)	Definition
11	Military
12	State
13	Local
14	State and Local
15	State Related
21	Private, Non-Profit
25	Private, Profit Making
30	Religious Affiliation
31	Roman Catholic
32	Jewish
33	Friends
34	Methodist
35	Episcopal
36	Baptist
37	Lutheran
38	Presbyterian
39	So Baptist
40	Christian
41	Protestant
00	Not Classified

All Instructional Materials Expenditures Code (PUPEXPAM)

Keycode (1)	Definition
A	\$1-\$144
B	\$145-\$179
C	\$180-\$199
D	\$200-\$219
E	\$220-\$249
F	\$250-\$269
G	\$270-\$299
H	\$300-\$349
I	\$350-\$399
J	\$400-\$499
K	\$500 or more
Z	Unclassified (0)

Bilingual Education Funding (BILINGFND)

Keycode (11)	Definition
	Eleven-digit field with the exact amount of Bilingual Education funding received by the district.

Book Budget Code (BOOK_BUDG)

Keycode (1)	Definition
A	\$1-\$999
B	\$1,000-\$4,999
C	\$5,000-\$9,999
D	\$10,000-\$19,999
E	\$20,000-\$39,999
F	\$40,000-\$99,999
G	\$100,000 or more
Blank	Unclassified

CBSA (CBSA)

Keycode (5)	Definition
	Core Based Statistical Area

Closing Date – Actual (CLOSED)

Keycode (5)	Definition
MM-DD	Represents the actual closing date of the district.

Closing Date Code (SCHYRCLOSE)

Keycode (1)	Definition
E	Close before 6/1 (Early)
M	Close 6/1 through 6/15 (Middle)
L	Close after 6/15 (Late)

CMO Parent PID (CMO_ParPID)

Keycode (8)	Definition
	Eight digits representing the actual PID of the central CMO office that supports a network of CMO regions.

CMO PID (CMO_PID)

Keycode (8)	Definition
	Eight digits representing the actual PID of the CMO that manages the charter school. It is used to link the charter school to its CMO.



CMO School (CMO_School)

Keycode (1) **Definition**
 Y (Yes) Indicates that the charter school is managed by a CMO. The charter school is linked to its CMO by the CMO_PID keycode.

College Bound (COLL_BOUND)

Keycode (3) **Definition**
 Three digits representing the percentage of twelfth grade students planning to attend a 2- or 4-year college.

College Level (COLLLEVEL)

Keycode (1) **Definition**
 Represents the level of colleges and universities.
 J Junior
 S Senior
 Blank Unclassified

Computer Intensity (PCINTENSE)

Keycode (1) **Definition**
 Ratio of students to the number of computers.
 A 1-3
 B 4-6
 C 7-9
 D 10-14
 E 15-19
 F 20-29
 G 30 or more

Computer Quantity District – Actual (DISTPC, DISTAPPMAC)

Keycode (5) **Definition**
 Five digits representing the exact number of computers in the district. Applies to PC, Macintosh, and Other computers.

Computer Quantity School – Actual (APPMAC, PC)

Keycode (3) **Definition**
 Three digits representing the exact number of computers in the school. Applies to PC, Macintosh, and Other computers.

Computer Quantity District – Range Code (MICROQTY)

Keycode (1) **Definition**
 A 1-9
 B 10-24
 C 25-49
 D 50-99
 E 100-249
 F 250-499
 G 500-999
 H 1,000-4,999
 I 5,000-9,999
 J 10,000 or more

Computer Quantity School – Range Code (MICROQTY)

Keycode (1) **Definition**
 A 1-4
 B 5-9
 C 10-24
 D 25-49
 E 50 or more

County Name (COUNTY)

Keycode (23) **Definition**
 23-digit field representing the actual name of the U.S. county.

Course Code-College (COURSECODE)

Keycode (6) **Definition**
 Six digits representing the assigned value for a specific course, administrator, dean or coach. Refer to College Job Function Codes sheet (enclosed if appropriate). For expanded information on college faculty, refer to your MDR College Catalog or call your MDR Representative.

Current Expenditure Code (PUPEXCURR)

Keycode (1) **Definition Per Student Range**
 A \$1-\$6,499
 B \$6,500-\$6,999
 C \$7,000-\$7,399
 D \$7,400-\$7,799
 E \$7,800-\$8,199
 F \$8,200-\$8,699
 G \$8,700-\$9,299
 H \$9,300-\$10,199
 I \$10,200-\$11,299
 J \$11,300-\$12,999
 K \$13,000 or more
 Z Unclassified (0)

Daycare Capacity (CAPACITY)

Keycode (7) **Definition**
 Seven digits representing the actual number of children accommodated at the center.



Daycare Capacity Code (SIZE)

Keycode (1)	Definition
A	1-10
B	11-30
C	31-50
D	51-75
E	76-99
F 1	00 or more
Blank	Unknown

Daycare Type Code (DAYTYPE)

Keycode (1)	Definition
A	American Child Care
Q	Bright Horizons
4	Cambridge Schools
6	Champions
R	Childtime Learning Center
D	Children's Discovery
7	Children's Courtyard
W	Children's World
C	Church Related (religious affiliated)
U	College/University based
B	Corporate (employer) Sponsored
5	Creative Children's Learning
F	Family Day Care (home based)
E	Federal
Z	Goddard
9	Grove Schools
H	Head Start
I	Hospital Centered
T	Independent
0	Kiddie Academy
2	Kids R Us
K	Kindercare
8	Knowledge Beginnings
L	La Petite Academy
G	Military
M	Montessori
N	New Horizon
O	Other Chain
3	Primrose
1	Rainbow Child
V	Salvation Army
X	Sunshine House
J	Tutor Time
Y	YMCA/YWCA
Space	Unclassified

Degree Level Code at College (HIGHDEG)

Keycode (1)	Definition
1	Postsecondary 1 Year
2	Postsecondary 2 Year
3	Associate's
4	Postsecondary 4 Year
5	Bachelor's
6	Post Baccalaureate Cert
7	Master's Degree
8	Post-Master's
9	Doctorate
0	Other

Department Name at College (DEPTNAME)

Keycode (30)	Definition
	Name of college department.

Department PID at College (DEPT_PID)

Keycode (8)	Definition
	Eight digits representing actual PID of a college department.

District Technology Budgets (HARDWARE)

Keycode (1)	Definition
A	\$1-\$4,999
B	\$5,000-\$9,999
C	\$10,000-\$14,999
D	\$15,000-\$19,999
E	\$20,000-\$29,999
F	\$30,000-\$39,999
G	\$40,000-\$49,999
H	\$50,000-\$59,999
I	\$60,000-\$79,999
J	\$80,000-\$99,999
K	\$100,000-\$119,999
L	\$120,000-\$149,999
M	\$150,000-\$189,999
N	\$190,000-\$249,999
O	\$250,000-\$349,999
P	\$350,000-\$749,999
Q	\$750,000-\$1,499,999
R	\$1,500,000 or more
Z	Unclassified

District Tech Budgets - (SOFTWARE)

Keycode (1)	Definition
A	\$1-\$4,999
B	\$5,000-\$9,999
C	\$10,000-\$14,999
D	\$15,000-\$19,999
E	\$20,000-\$29,999
F	\$30,000-\$39,999
G	\$40,000-\$49,999
H	\$50,000-\$59,999
I	\$60,000-\$79,999
J	\$80,000-\$99,999
K	\$100,000-\$149,999
L	\$150,000-\$299,999
M	\$300,000-\$999,999
N	\$1,000,000 or more
Z	Unclassified

District Technology Budgets - (TOTAL)

Keycode (1)	Definition
A	\$1-\$9,999
B	\$10,000-\$19,999
C	\$20,000-\$29,999
D	\$30,000-\$39,999
E	\$40,000-\$49,999
F	\$50,000-\$59,999
G	\$60,000-\$69,999
H	\$70,000-\$89,999
I	\$90,000-\$109,999
J	\$110,000-\$129,999



**District Technology Budgets – (TOTAL)
continued**

Keycode (1)	Definition
K	\$130,000-\$149,999
L	\$150,000-\$169,999
M	\$170,000-\$189,999
N	\$190,000-\$219,999
O	\$220,000-\$249,999
P	\$250,000-\$289,999
Q	\$290,000-\$339,999
R	\$340,000-\$419,999
S	\$420,000-\$549,999
T	\$550,000-\$749,999
U	\$750,000-\$1,499,999
V	\$1,500,000-\$3,499,999
W	\$3,500,000 or more
Z	Unclassified

District Technology Budgets – (TRAINING)

Keycode (1)	Definition
A	\$1-\$3,999
B	\$4,000-\$6,999
C	\$7,000-\$9,999
D	\$10,000-\$14,999
E	\$15,000-\$19,999
F	\$20,000-\$29,999
G	\$30,000-\$49,999
H	\$50,000-\$79,999
I	\$80,000-\$174,999
J	\$175,000 or more
Z	Unclassified

**District Technology Budgets Per Pupil –
Hardware (HARDPER)**

Keycode (1)	Definition
A	\$1-\$19
B	\$20-\$24
C	\$25-\$29
D	\$30-\$34
E	\$35-\$39
F	\$40-\$44
G	\$45-\$49
H	\$50-\$54
I	\$55-\$74
J	\$75 or more
Z	Unclassified

**District Technology Budgets Per Pupil –
Software (SOFTPER)**

Keycode (1)	Definition
A	\$1-\$4
B	\$5-\$9
C	\$10-\$14
D	\$15-\$19
E	\$20-\$24
F	\$25-\$29
G	\$30-\$39
H	\$40 or more
Z	Unclassified

**District Technology Budgets Per Pupil –
Total IT (TOTALPER)**

Keycode (1)	Definition
A	\$1-\$29
B	\$30-\$49
C	\$50-\$69
D	\$70-\$74
E	\$75-\$79
F	\$80-\$84
G	\$85-\$89
H	\$90-\$94
I	\$95-\$99
J	\$100-\$104
K	\$105-\$109
L	\$110-\$119
M	\$120-\$139
N	\$140-\$199
O	\$200-\$399
P	\$400 or more
Z	Unclassified

**District Technology Budgets Per Pupil –
Training (TRAINPER)**

Keycode (1)	Definition
A	\$1-\$4
B	\$5-\$6
C	\$7-\$8
D	\$9-\$10
E	\$11-\$13
F	\$14-\$16
G	\$17-\$24
H	\$25 or more
Z	Unclassified

District Type Code (DISTCLASS)

Keycode (1)	Definition
F	Military District
L	Local Education Agency
M	Main District
P	Special Ed District
R	Regular District
S	Sub District
U	Supervisory Union
V	Career/Tech Ed District

DMA Code (DMA)

Keycode (3)	Definition
	Three digits representing the actual DMA (television viewing market area) code. Refer to DMA Code Descriptions sheet for complete listing (enclosed if appropriate).

DUNS Number (DUNS_NUM)

Keycode (9)	Definition
	10 digit unique code representing the linkage of the institution to the D&B database.



**Enrollment – Actual at School
(ENROLLMENT)**

Keycode (7)	Definition
	Seven digits representing the exact enrollment of the institution.

**Enrollment Range Code at College
(ENROLLCLG)**

Keycode (1)	Definition
1	1-500
2	501-1,000
3	1,001-2,500
4	2,501-5,000
5	5,001-7,500
6	7,501-10,000
7	10,001-16,000
8	16,001-25,000
9	Over 25,001
0	Not Classified

**Enrollment Range Code at District
(DISTSIZE)**

Keycode (1)	Definition
A	1-599
B	600-1,199
C	1,200-2,499
D	2,500-4,999
E	5,000-9,999
F	10,000-24,999
G	25,000 or more
H	Unclassified

**Enrollment Range Code at School
(ENROLLCODE)**

Keycode (1)	Definition
A	1-99
B	100-199
C	200-299
D	300-499
E	500-999
F	1,000-2,499
G	2,500 or more
H	Unclassified

Faculty Size Code at College (FACTYSIZE)

Keycode (1)	Definition
1	0-50
2	51-100
3	101-300
4	301-500
5	501-700
6	701-1,000
7	1,001 or more
0	Not Classified.

Fax Number – Unformatted (FAX)

Keycode (10)	Definition
	Actual fax number represented by 10 digits.

**See Attachment at the end of this document regarding legal restrictions on usage of Fax Numbers.

FICE Number (FICE)

Keycode (6)	Definition
	Six digits representing the FICE number which is used by the U.S. DOE to identify accredited higher education institutions.

File Type Number (FILETYPE)

Keycode (2)	Definition
01	BIA
02	Canadian Districts
03	Canadian Public Schools
04	Canadian Private Schools
06	Catholic Diocese
07	Public Districts
08	Public Libraries
09	Regional Centers
10	Public Schools
11	Private Catholic Schools
12	Private Non- Catholic Schools
13	County Centers
14	State Department
15	State Schools
16	County Schools
17	Day Care Centers
18	Colleges
19	Canadian Colleges
22	Canadian Libraries
36	Charter Management Org (CMO)
59	Seed
62	U.S. Territory Schools
68	College Coaches
95	Educators at Home (2-digit)
33	InfoBuyers
35	InfoBuyers Customer Seeds

FIPS State & County Code (FIPS)

Keycode (5)	Definition
SSNNN	5-digit code where the first two digits represent the FIPS state number (SS) and the next three digits represent the FIPS county number (NNN). See MDR County Code Book for complete listings of counties within states.

**Full Time Enrollment – Actual at College
(ENROLLFULL)**

Keycode (7)	Definition
	Seven digits representing the exact full-time enrollment of the college.



Gender – InfoBuyers

Keycode (1)	Definition
M	Male
F	Female
Space	Unclassified

Geocoding- Block (GEO_BLOCK)

Keycode (8)	Definition
	Represents block census number

Geocoding – Latitude (GEO_LAT)

Keycode (11)	Definition
	Latitude for the institution

Geocoding – Longitude (GEO_LONG)

Keycode (11)	Definition
	Longitude for the institution

Geocoding-Match Code (GEO_LEVEL)

Keycode (1)	Definition
	Identifies the geography-level that the latitude and longitude are based on.
0	Matched in address level
1	Nine digit match (block face)
4	Seven digit match (within a few blocks)
5	Five digit match (within a few miles)

Geocoding – Tract (GEO_TRACT)

Keycode (7)	Definition
	Represents the census tract number.

Grade Range Code (SCHCLASS)

Keycode (2)	Definition
01	K-12
02	K-6
03	K-8
05	7-9
06	7-12
07	9-12
08	10-12
09	Career/Tech Ed
10	Spec Ed
11	Adult Ed
12	PK/K
16	K-3
17	4-6
18	5-8
19	K-5

IPEDS Number (IPEDSNUM)

Keycode (6)	Definition
	Six digits representing the IPEDS number, the college or university ID number assigned by the U.S. DOE.

Job Code (JOBCODE)

Keycode (3)	Definition
	Three digits representing assigned code for specific job functions. Refer to Job Function Codes sheet for complete list of job code descriptions (enclosed if appropriate).

Library Type Code (LIBTYPE)

Keycode (1)	Definition
M	Main
B	Branch
S	System
L	State
N	Cooperative
O	Other

Metro Classification Code (ZIPMETRO)

Keycode (1)	Definition
R	Rural
S	Suburban
T	Town
U	Urban

Name ID (NID)

Keycode (5)	Definition
	Five digits representing unique NID (Name Identification Number) within institution.

NCES Locale Code (NCES_LOCALE)

Keycode (2)	Definition
11	City-Large
12	City- Mid-size
13	City-Small
21	Suburb- Large
22	Suburb- Mid-size
23	Suburb- Small
31	Town- Fringe
32	Town- Distant
33	Town- Remote
41	Rural- Fringe
42	Rural- Distant
43	Rural- Remote

Number of Classrooms (NUM_CLASS)

Keycode (5)	Definition
	Five-digit field representing the actual number of classrooms in the school.

Number of Schools (NUMSCHOOLS)

Keycode (9)	Definition
	Nine-digit field representing the actual number of schools in a district.



Number of Teachers (CLASSRMTCH)

Keycode (6) Definition
Six-digit field representing the actual number of full-time teachers in a district or school.

Opening Date – Actual (OPENED)

Keycode (1) Definition
MM-DD Represents the actual opening date of the district.

Opening Date Code (SCHYROPEN)

Keycode (1) Definition
E Open before 8/16 (Early)
M Open 8/16 through 8/31 (Middle)
L Open after 8/31 (Late)

Parent Institution Name (PARENTNAME)

Keycode (30) Definition
Name of the district the school reports to.

Parent PID Number (PARENTPID)

Keycode (8) Definition
PID number of the district the school reports to.

Part Time Enrollment – Actual at College (ENROLLPART)

Keycode (7) Definition
Seven digits representing the exact part-time enrollment of the college.

Phone Number – Unformatted (PHONE)

Keycode (10) Definition
Actual telephone number represented by 10 digits.

PID Number (PID)

Keycode (8) Definition
Eight digits representing actual PID, MDR’s unique permanent identification number for the institution.

Population Served – Public Library (POP_SERV)

Keycode (1) Definition
A 1-9,999
B 10,000-39,999
C 40,000-79,999
D 80,000-199,999
E 200,000-399,999
F 400,000-999,999
G 1,000,000+
H Unclassified

Poverty Code (POVLVLCODE)

Keycode (1) Definition
A 0.0%-5.9%
B 6.0%-15.9%
C 16.0%-30.9%
D 31.0% or more
E Unclassified

Predominant Computer Brand Code (PREDOMBRD)

Keycode (1) Definition
I PC Compatible
M Macintosh

Recent Purchase Date (InfoBuyers)

Keycode (6) Definition
YYYYMM The most recent date of purchase made by the buyer

Relational Number (UGRPSUBNUM)

Keycode (16) Definition
UU-GGGGGSS-II-FF
A component number relating institutions without geographic considerations. It consists of:

MDR Universe Code (UU)

This two-digit code identifies the type of universe of which the institution is a part:
UU-GGGGGSS-II-FF

- 05 U.S. State Education
- 06 U.S. County Education
- 10 U.S. Public Education
- 13 U.S. Regional Education
- 14 Bureau of Indian Affairs
- 30 U.S. Parochial Education
- 31 U.S. Private Education
- 36 U.S. Charter Education
- 40 U.S. Public Libraries
- 50 U.S. College Education
- 55 U.S. Day Care Centers
- 80 Canadian Public Education
- 85 Canadian Private Education
- 90 Canadian College Education

MDR Group Number (GGGGG)

This is a number that defines a relative group of institutions within a specific universe.

MDR Sub-Group Number (SS)

This two-digit number applies only to the Public Education and Public Library. In the Public Education Universe it distinguishes an LEA (Local Education Agency) that reports to a Supervisory Union or a Sub-District that reports to a Main District. This allows public schools to be linked to the sub-district or main district. It distinguishes Main Libraries from Branch Libraries in the Public Library Universe.



Relational Number (UGRPSUBNUM)
continued

MDR Institution Type (II)

This two-digit code identifies the type of institution within a specific universe. The values are:

Universe	Institution Type
05 (U.S. State Education)	14 – State Department
	15 – State School
06 (U.S. County Education)	13 – County Superintendent
	16 – County School
10 (U.S. Public Education)	07 – District
	10 – Public School
13 (U.S. Regional Education)	09 – Regional Center
	20 – Regional School (Future Consideration)
14 (Bureau of Indian Affairs)	01 – BIA School
30 (U.S. Parochial Education)	06 – Diocese
	11-Catholic School
31 (U.S. Private Education)	12-Private School
40 (U.S. Public Libraries)	08-Public Library
50 (U.S. College Education)	18 – College
55 (U.S. Day Care Centers)	17 – Day Care Center
80 (Canadian Public Education)	02 – Canadian District
	03 – Canadian Public School
85 (Canadian Private Education)	04 – Canadian Priv School
90 (Canadian College Education)	19 – Canadian College
36 (U.S. Charter Education)	36 – Charter Mgt Org (CMO)

MDR Institution Specific Code (FF)

This two-digit code identifies the specific characteristics of some institutions. This code is pertinent to the public education, college, and public library universes. The values are:

Public Education (10)

- 01 Regular District
- 05 Career/Tech Ed
- 07 Military
- 09 Special Education
- 10 Main District
- 15 Supervisory Union
- 20 Sub-District
- 30 LEA
- 00 Public School

Public Library (40)

- 01 COOP
- 03 Other
- 05 System
- 07 State
- 10 Main
- 20 Main Branch
- 23 State Branch
- 26 System Branch

College (50)

- 01 Stand Alone
- 10 System Office
- 15 System Member
- 20 Primary with Divisions
- 25 Division of a Primary

School Type Code (SCHTYPE)

Keycode (1)	Definition
E	Elementary
M	Middle
J	JHS
S	SHS
C	Combined
A	Adult Ed
P	Special Ed
V	Career/Tech Ed

Segment Number (SEGMENT)

Keycode (3)	Definition
	Three digit code representing the segment number entered in the order for a particular MDR list.

Special Education Funding (SPECDFND)

Keycode (11)	Definition
	Eleven-digit field representing the exact amount of Special Ed funding received by the district.

Teacher Quantity – U.S. Territory Schools (TERRCHRS)

Keycode (5)	Definition
	Five digits representing the exact number of teachers in a US territory school.

Territory Code (TERRTERR)

Keycode (5)	Definition
02001	American Samoa
02002	Federated States Micronesia
02003	Guam
02004	Marshall Islands
02005	Northern Mariana Islands
02006	Palau
02007	Puerto Rico
02008	Virgin Islands

Territory Level – Level of Education at U.S. Territory Schools (TERRLEVL)

Keycode (1)	Definition
0	Unknown
1	Elementary
2	Secondary
3	Combined
4	Ungraded
5	PK
6	KN

Ultimate Parent Name (ULTPARNAME)

Keycode (30)	Definition
	Name of the main district or Supervisory Union the school reports to.



Ultimate Parent PID Number (UPID)*

Keycode (8)	Definition
	PID number of the main district or Supervisory Union the school reports to.

* Only those schools reporting to a sub-district or Supervisory Union will have an ultimate parent PID. The Ultimate Parent PID field will be blank for schools that report directly to a regular district.

Volumes Code – Library (VOLUMES)

Keycode (1)	Definition
A	1-9,999
B	10,000-24,999
C	25,000-49,999
D	50,000-99,999
E	100,000-249,999
F	250,000-499,999
G	500,000-999,999
H	1,000,000 or more
Blank	Unclassified



TO: Customers Requesting Fax Numbers
FROM: MDR
RE: Fax Numbers – Legal Restrictions on Usage

Federal legislation outlines the legal use of fax numbers. Restrictions do apply. Please read carefully the warning message below prior to using the fax numbers. **It is your responsibility** to use the numbers in a legal manner. MDR provides information for lawful purposes only and expressly prohibits the use of its business data in any unlawful manner.

If you need further clarification of the laws that exist, you can contact the FCC directly at **888-225-5322**, or you can visit their Web site at <http://www.fcc.gov>. If you have questions concerning this order, please contact your MDR Representative at 800-333-8802.

Warning: FCC rules ban unsolicited advertisements to fax machines.

In 1992, the Federal Communications Commission (FCC) implemented the Telephone Consumer Protection Act (TCPA), 47 U.S.C. § 227. The TCPA is a federal statute that addresses the use of facsimile machines. It prohibits the use of a telephone facsimile machine, computer, or other electronic device to send unsolicited advertisements to a telephone facsimile machine. An "unsolicited advertisement" is defined as a transmission advertising the commercial availability or quality of property, goods, or services without the prior express invitation or permission of the person or entity receiving the transmission. If the sender and the recipient have an established business relationship, an invitation or permission to receive unsolicited facsimile advertisements is presumed to exist. The statutory prohibition applies to such advertisements sent both to residential and business facsimile numbers.

In 2005, the Junk Fax Prevention Act amended the TCPA to permit the sending of unsolicited facsimile advertisements to individuals and businesses with which the sender has an established business relationship (EBR) and to provide a process by which any sender must cease sending such advertisements upon the request of the recipient. On April 5, 2006, the Commission adopted rules to implement the Junk Fax Prevention Act. Among other things, 47 C.F.R. § 64.1200 requires the sender of fax advertisements to provide notice and contact information on the fax that allows recipients to opt out of future fax transmissions from the sender and requires senders to honor opt-out requests within the shortest reasonable period of time, not to exceed 30 days. For more details about the fax rules, visit the FCC Web site at <http://www.fcc.gov>.