

Mailing List File Submission Requirements

Overview

It is very important that you thoroughly read the file submission requirements listed below and submit your files in accordance with these requirements. Files that are submitted incorrectly can delay your project and result in additional fees.

If you have any questions regarding the file submission requirements – please do not hesitate to call us!

File Requirements

All file names must contain your company name.

File formats we accept:

- XLS, XLSX- Microsoft Excel
- CSV- Comma Delimited
- ASC- ASCII Text File
- TXT- Text File
- DBF- Database File
- Wk1, wk3, wks- Lotus 1-2-3

Delete all columns of data not required for the mailing

Do not submit Excel files with multiple worksheets (tabs) of data

Each data field should be in its own column

The First and Last Name can be in separate columns or in a single column.

The ADDRESS LINE (s) should be in a separate field /column.

The CITY, STATE, and ZIP CODE should each be in a separate field / column. They should not be in the same column or field.

Note: The SECOND ADDRESS can be combined with the FIRST ADDRESS LINE as long as it is CONSISTENT throughout the file.

“Non Deliverable” Addresses

Addresses that do not pass CASS and DPV validation have a high probability of not being delivered. It is our standard processing procedure to remove (delete) these records from the mailing list. If the number of “undeliverable” records exceeds 10% of the



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mailing list total quantity we will contact you for further instruction. If you would like these “undeliverable” addresses left in your mailing list and mailed to – please complete the Special Formatting Request form below and submit it with your mailing list.

Duplicate Elimination

Our standard method for duplicate removal is to dedupe by name and address. This method requires both the name and address fields to match exactly to be considered a duplicate and then be removed from the list.

If you do not want us to remove duplicate records from your list or would like us to dedupe by “Address Only” - please complete the Special Formatting Request form below and submit it with your mailing list.

Address Block Formatting

Listed below is our standard for address block formatting. If you would like the address block formatting to be different than what is shown below – you must complete the Special Formatting Request below and submit it with your mailing list.

Note: *Additional information/fields may added (such as the endorsement line) as required by the Postal Service.*

For Mailings to Consumer /Residential Lists

Name
Or Current Resident
Address
City State ZIP

For Mailings to Business Lists

Company Name
Or Current Occupant
Individual’s Name (if supplied)
Title (if supplied)
Address
City State ZIP

Standard formatting for address blocks is all capital letters as this is how the Post Office prefers it.

“Or Current Resident”

In an effort to maximize deliverability of the mail pieces – we add “or current resident” to all mail pieces. If you do not want this added to your mail piece -please complete the Special Formatting Request form below and submit it with your mailing list.

Incorrect Files Submissions

Clients that submit mailing list files that are incorrectly formatted will receive notification of the discrepancy(s) and be requested to fix the issues and resubmit the files.

Resubmission of Mailing Lists after Processing

If after your mailing list has been processed, you decide that you need to update/change your list and resubmit it- you will be charged an additional \$30 fee to cover the cost the additional processing fees.

Remember- if you want to add any seed piece names to your mailing (such as adding yourself to the mailing list) you need to do this prior to processing as adding them after the list has been processed will result in the list having to be reprocessed.



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Special Formatting Request

Complete this form only if you want to request formatting that is different than our standard formatting. Submit this form with your mailing list.

“Undeliverable” Addresses

_____ Leave the “undeliverable” (high probability of not being delivered) addresses in my list and mail to them. I understand that these pieces are subject to higher postage rates.

Duplicate Elimination

_____ Do Not Remove Duplicates from My List

_____ Dedupe My List by Address Only

“Or Current Resident”

_____ I do not want “Or Current Resident” added to my mail pieces. I understand that for First Class Mail this will result in more returned pieces.

Address Block Formatting

Line 1 Field Name: _____ Column Header in File: _____ Case: Caps / Mixed / Lower

Line 2 Field Name: _____ Column Header in File: _____ Case: Caps / Mixed / Lower

Line 2 Field Name: _____ Column Header in File: _____ Case: Caps / Mixed / Lower

Line 4 Field Name: _____ Column Header in File: _____ Case: Caps / Mixed / Lower

Line 5 Field Name: _____ Column Header in File: _____ Case: Caps / Mixed / Lower

Line 6 Field Name: _____ Column Header in File: _____ Case: Caps / Mixed / Lower

Company Name _____

Signature _____

Date _____



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