



Mailing List Formatting Requirements and Standard Processing Procedures

If you have any questions – please do not hesitate to contact us.

Formatting Requirements for Client Provided Mailing Lists

Before uploading your list - please make sure your mailing list file is formatted as follows:

- File type – Microsoft Excel (XLS, XLSX) or Comma Delimited (CSV), Text (TXT), Database (DBF)
- File name – Include your company name in the file name.
- Make sure all data is in one worksheet (tab) delete all other tabs – do not submit files with multiple tabs.
- Each row should contain only one address.
- Each column should contain only one address component: name, address 1, address 2, city, state, zip code.
- Note: The First and Last Name can be in separate columns or in a single column.
- Note: The SECOND ADDRESS line can be combined with the FIRST ADDRESS line if it is CONSISTENT throughout the file.
- Note: For business lists include additional column with business name and optionally you can include a column with the recipient's title.
- Delete any columns of data not required for the mailing.

Standard Processing Procedures for Client Provided Mailing Lists

Please note that US Postal Service regulations dictate most formatting and processing procedures – limiting our ability to modify or change how we process the mailing list.

“Non-Deliverable” Addresses

Addresses that do not pass CASS and DPV validation (meaning if they are deemed invalid or undeliverable) will be removed from your final mailing list. We can send you a list of the undeliverable addresses upon request.

If the number of “undeliverable” records exceeds 10% of the mailing list's total quantity, we will contact you for further instructions.

Also, please note we don't offer mailing services for international mail – all international records will be removed from the final mailing list.

Address Block Formatting

Listed below is our standard for address block formatting.

Note: Additional information/fields may be added (such as the endorsement line) as the Postal Service requires.

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 requests it.

“Or Current Resident”

We add “Or Current Resident” to all mail pieces as it maximizes deliverability of the mail. If you do not want “or Current Resident” added to your mail piece, you may request this via the Mailing List Upload with Special Formatting Request form.

NCOA Update

NCOA processing will update the addresses of people/businesses that have moved and have submitted a change of address form to the Post Office within the past 18 months. Any contacts on your mailing list that have moved will be updated with the recipient's new mailing address.

If you would like us to handle updated addresses differently than mailing to the new address (such as deleting them from your list) you may request this via the Mailing List Upload with Special Formatting Request form.

Duplicate Elimination (Deduping)

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.

Alternatively, we can dedupe by address only or not remove any duplicates. You may request either of these alternative methods via the Mailing List Upload with Special Formatting Request form.

Additional Field in the Address Block

By default, we will only use fields from your mailing list the Post Office requires for mail delivery (like the examples above). However, we can add one line of additional text (maximum of 50 characters) to the address block.

If you have an additional field in your data that you'd like us to include in the address block (example: code, customer ID, second name, etc.) you may request this via the Mailing List Upload with Special Formatting Request form.

Uploading (Submitting) Your Mailing List

If you **DO NOT** require special formatting or processing then upload your mailing list via the Send Us Files page on our website:

[Send Us Files | Cactus Mailing](#)

If you do want to request special formatting or processing upload your list here:

[Mailing List Upload - Special Formatting | Cactus Mailing](#)