



## Mailing List File Submission Requirements

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### 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.

Please submit your files at: <http://www.cactusmailing.com/send-us-files/>

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

Submit one mailing list with all the addresses – if you submit multiple lists we charge \$12 per additional list to merge the files

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.

Here is an example of a CORRECTLY formatted list -

Name	Address	Address 2	City	State	Zip
Jim Johnson	1951 E Rita Dr		Scottsdale	AZ	85255
Steve Stine	9021 E Paradise Ln	#304	Scottsdale	AZ	85255
Paul Jones	9021 N Greenway Rd	#1044	Scottsdale	AZ	85255

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

# Standard Formatting and Data Processing

**Complete and submit the form on page 3 ONLY if you want to request formatting that is different than our standard formatting below.**

## “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 5% of the mailing list total quantity we will contact you for further instruction. Also please note we don’t offer mailing services for international mail – all international records will be removed from the final mailing list.

## NCOA Update

NCOA processing will update 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.

## 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.

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 File 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. Submitting incorrectly formatted mailing lists more than once could result in additional costs.

## Resubmission of Mailing List after Processing

If after your mailing list has been processed, you decide that you need to update/change your list and resubmit it or request special formatting - you will be charged an additional \$19 fee to cover the cost the additional processing. Remember – your name and address (as listed with us) will automatically be added to your mailing list but any other seed piece names will need to be added prior to processing as adding them after the list has been processed will result in the list having to be reprocessed.

# 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.**

## Format Your Mailing List

*File Types (Extensions) We Accept:*

*XLS, XLSX – Microsoft Excel File*

*CSV – Comma Delimited*

*DBF – Database File*

*ASC – ASCII Text File*

*TXT – ASCII text file*

*wk1, .wk3, wks. – Lotus 1-2-3*

*A file extension is the format a file is saved in. Many common software programs will export and save files in the formats listed above. A few of these programs are: ACT, Maximizer, Salesforce, Quickbooks, Microsoft Works, Microsoft Excel, Microsoft Access, Microsoft Outlook, Lotus, Dymo Labelwriter, Filemaker Pro, and Label Maker Pro.*

## Organizing Your Mailing List

*Your mailing list file should be set-up so that each address has its own row and each column contains one element of the address. For example, all of the names should be in one column.*

*For examples of CORRECTLY formatted lists go to:*

[http://cdn2.hubspot.net/hubfs/375363/Mailing\\_List\\_File\\_Requirements\\_2015.pdf?t=1453419008570](http://cdn2.hubspot.net/hubfs/375363/Mailing_List_File_Requirements_2015.pdf?t=1453419008570)

Standard residential address formatting per USPS DMM

JOHN DOE  
OR CURRENT RESIDENT  
123 ANYSTREET  
ANYWHERE ST 12345-6789

Standard business address formatting

ABC COMPANY  
OR CURRENT OCCUPANT  
JOHN DOE  
TITLE  
123 ANYSTREET  
ANYWHERE ST 12345-6789a

## Duplicate Elimination

Do Not Remove Duplicates from My List

Dedupe My List by Address Only (multiple occupants at same address will not be mailed to)

## NCOA Update (National Change of Address)

NCOA will update any people who have moved within the last 18 months. These addresses will be updated to the new moved address. If you do not want to mail to the new address, please mark this box, and the records will be deleted instead.

## “Or Current Resident”

I do not want “Or Current Resident” added to my mail pieces. I understand that this could result in more returned/undeliverable pieces.

## Special Fields (Example: Code or Customer ID#)

Please include these fields in my address block: \_\_\_\_\_

*Enter name of field as it is listed in Mailing List file. Do not include standard fields as listed above in Formatting Section.*

**Company Name** \_\_\_\_\_

**Job#** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_