

- ... Don't spend valuable time applying peel-and-stick address labels on postcards.
- ... Don't spend valuable time trying to figure out how to fill out that confusing USPS paperwork.
- ... Don't spend valuable time driving to the Post Office and standing in line to get your mail verified.
- ... We do it all, and it's less expensive than doing it yourself.

Listed below are the file formats we can work with.

When submitting your mailing list, we will review it for basic format, and to ensure it can be processed by our system.

We accept PC and MAC files; they must be saved or exported in one of the following extensions: .txt, .ascii, .csv, or .dbf. If you submit your list in a different format, it may need to be converted which could result in processing delays and additional costs.

Below are the most common extensions used for mailing lists:

- **.ASC** - ASCII text file.
- **.CSV** - Comma delimited.
- **.DBF** - Database File - dBASE.
- **.TXT** - ASCII text file.

Digital Formats

- Tab-delimited
- CSV (Comma Separated Values, also called "Comma-delimited")
- ASCII
- DBF III
- MS Excel (Multiple worksheets within a single file will be processed as separate lists)

Note: To see if your file is one of these types, check the file name, and look at the 3-letter extension at the end of the name. Files that say .txt, .tab, .csv, .asc, .dbf, .xls are acceptable formats. However; this does not guarantee that your list is usable. We do NOT accept tapes, tape cartridges or DAT tapes.

The removal of Duplicate Records... a Free Service

To assist you in lowering your postage cost and increase the effectiveness of your mailings, we offer the removal of duplicate records from your database. To do this we have designed special tools that analyze your database looking at the address, contact name, or a combination of the two.

When mailing to more than one person at an address (i.e. mailing to individuals within the same company) removing the duplicate records by address will drop all but one person from your mailing.

Removing dupes by name only could be inconsistent, because the same name can be spelled differently (i.e. Robert A. Jones, Robert Jones, Bob Jones)

Improving the Quality of Your Address Database

Maintaining an accurate database of customer names and addresses can be a time consuming process. You will need to identify and correct records that contain key-punch errors, inaccurate addresses, or addresses for people who have moved (40 million Americans move annually.) When you mail using inaccurate or outdated addresses, you're spending money for printing, mailing and

postage for advertisements that may not get delivered. Using our List Cleaning, NCOA, and ARS services will reduce your mailing and printing costs while increasing the accuracy of your delivered mail.

Here are some points to keep in mind:

1. If you mail via Standard and your advertisement is addressed to a specific person who has moved, or if the home is vacant, or if the address is undeliverable, the USPS employee throws that piece into the trash! (If the person has moved and you printed a request for forwarding services on the front of your advertisement, the USPS will forward it - for a hefty fee. See item 2d below)
2. If you mail via First Class and your advertisement is addressed to a specific person who has moved, your advertisement is forwarded to that person (even if they've moved to Houston, Texas... not a good idea if you're advertising your pizza parlor in Pleasanton, California.)
3. If you mail via First Class and the home is vacant, the USPS will return the mail piece to you, hoping that you'll update that record in your database.
4. If you mail via First Class and the address is undeliverable, the USPS will return the mail piece to you, hoping that you'll update that record in your database.
5. If a record has an invalid 5-digit ZIP code or a blank address field, our mail processing software will ignore that record and not attempt to prepare an address label.
6. If you forget to include the directional (i.e. 123 N. Apple Street - "N." is the directional), or if you misspell the street name, or if you have an inaccurate street number, we'll label your mail piece and "hope" that the local Post Office will get it to the correct location. This type of incorrectly addressed mail does not receive the lower postage rates received by correctly addressed mail.
7. If you mail via First Class and you have a person's name in the address block, the USPS requires that you have each record used for that mailing updated within 95 days prior to the mailing.

You can direct us not to mail any record with an inaccurate address.

1. If you want to only mail to addresses that you're sure will get delivered, this option is a good choice.
2. This eliminates any possibility of your mail being thrown away or returned because it's undeliverable.
3. The downside to using this option is that you could miss some homes with an address that was inaccurate - but close enough that an USPS employee could figure out where it belongs.
4. This will identify addresses that the USPS shows as being vacant for 90+ days.
5. There's no charge for this service; it's included in our normal file-processing fee.

If you mail via First Class, consider using "Or Current Resident" in the address block.

1. This prevents the USPS from forwarding your advertisement and allows the USPS to leave your advertisement at every non-vacant home you've targeted.
1. Of course, this removes the personalization of having someone's name in the address block and it should not be used if you want the mail forwarded.