



Data Department Mailing List Standards

For Lists Provided by the Customer.

Acceptable File Formats

We can accept files in the following formats:

- Comma-Delimited (.csv) – this is our preferred format.
- Microsoft Excel (.xls)
- ASCII Fixed-Length file (.txt)
- Tab-Delimited or Pipe-Delimited (.txt)
- Microsoft Access (.mdb)

If the list is not one of these formats, the customer needs to understand that getting the list into a format we can use could require several hours of expensive data processing. We cannot guarantee a mailing date when a file needs to be repaired or reformatted.

Separate Columns

Many direct mail mailing lists are submitted without separate columns for each category (Business, Name, Address, City, State, Zip etc.) With the software that we use, it is necessary for each category to be separated into its own column. If your mailing list is not submitted in this format, it is impossible for us to match up data with the appropriate field and your list will be returned to you for clarification.

Separate Worksheets

If your file is an excel spreadsheet, and it contains multiple worksheets, we need to know that those worksheets exist and whether or not they are to be used. It is preferable to receive a separate file for each list.

Here is an example of a properly formatted list:

	A	B	C	D	E	F	G	H	I
1	first	last	address	address2	city	state	zip		
2	Joe	Customer	123 Elm Street	Apt. 1B	Indianapolis	IN	46219		
3	Maggie	Doe	321 Main Street		Indianapolis	IN	46219		

Field Layout

A Field layout listing the names of all the fields, particularly in cases where there may be more information required than just the mailing address, is a great tool when available.

List Format Checklist

1. List filename(s):

File Name:

Format (.csv, etc.):

2. List media type:

- Compact Disk
- Email
- Flash Drive
- FTP
- Floppy Disk
- Other: _____

3. Do we need to check for duplicates?

- Yes No

4. Will we be using this list again for future mailings?

- Yes No

5. Does the customer want the list reformatted, then returned to them?

- Yes No

6. Is there anything else about the list that will require Special Processing?

7. What fields in the file are to be printed on the mailing piece?

Field name:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____