Organizing Your Mail List

To assist with efficient processing of your mailing list and ensure accurate delivery, please use the following guidelines.

We accept the following formats: Excel files (.XLS, .XLSX, .CSV), Text files (.TXT) and Database files (.DBF).

Databases come in all different formats including required address fields or variable data fields. We recognize as a result, mailing lists might not always be formatted exactly to our standards, will incur additional fees in order to proceed.

Correct Format: All address information in different cells in the same row.

Incorrect Format: Address information separated into multiple rows and/or combined into single cells.

Creating Address Files

- Each line is limited to 35 characters
- Eliminate all punctuation (except the hyphen in the ZIP+4)
- Use 2-letter state abbreviations
- Use common abbreviations (ST., AVE., APT., etc.)
- Address labels created in WordPerfect and Word cannot be used.

- Use universal fonts, such as: Arial, Courier, Lucida Console, Times New Roman
- No symbols or hard returns, please!

Address Block Design

- No more than five lines to an address
- For international mail: place the country name and zip code on the last line of the address block

Some standard formats for an address block are shown here:

![Address Block Design](image)

Data Services

The most important aspect of a successful mailing is the quality and accuracy of the list. We use the following processes to achieve that.

Coding Accuracy Support System (CASS)

CASS certification is required by USPS to claim automation discounts on presorted mailings. CASS examines an address and appends ZIP+4 if possible. CASS does this by comparing each address to the current National ZIP+4 directory, a table of valid address ranges for every street in the United States.

Address Standardization

Addresses in your list will be standardized according to USPS specifications. For example, Avenue will be abbreviated to “AVE” and “#” will be replaced by “STE” or “APT.”

Address Correction

CASS validation will attempt to correct misspellings and add required information if it’s missing, such as ZIP code, +4 code and carrier route.
Address Updating
Occasionally a street name or rural route will change, in which case CASS validation will update the record with the new address.

Delivery Point Validation
DPV, also a USPS requirement, takes CASS a step further by comparing each address to the current National DPV directory, a table of every valid delivery point for every street in the US. Rather than just verifying the address down to the block face, it verifies the address down to the exact delivery point, a much more precise verification.

NCOALink
The USPS keeps a database of all those who fill out a Change of Address form when they move. We are licensed to compare mailing lists to National Change of Address database, which provides us with a list of the matches with the new addresses. Change of Address is valid ONLY for 6 months after an address change is submitted.

Duplicate Removal
Eliminate costly duplicate records within your mailing list, or between multiple lists, with our advanced address matching capabilities. Fields containing name and address info will be compared. Only records that contain duplicate name AND duplicate address info will be removed.

Note: The deduping process looks for EXACT matches. If there is any variation between the names or addresses of two records, the duplicate will not be removed. Also, only the first record will be maintained. For example:

<table>
<thead>
<tr>
<th>Will not be deduped (last names do not match):</th>
<th>Will not be deduped (address field does not match):</th>
<th>May be deduped (common first name in long/short form):</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Smith 123 Main St Corvallis OR 97331</td>
<td>John Smith 123 Main St Corvallis OR 97331</td>
<td>James Smith 123 Main St Corvallis OR 97331</td>
</tr>
<tr>
<td>John Smth 123 Main St Corvallis OR 97331</td>
<td>John Smith 123 Mian St Corvallis OR 97331</td>
<td>Jim Smith 123 Main St Corvallis OR 97331</td>
</tr>
</tbody>
</table>

National Change of Address (NCOA)

How NCOA Works
NCOA is a data base product of the United States Postal Service (USPS) used to provide updated and accurate addresses for individuals, families, and businesses.

The addresses in the database are specifically designed to match the USPS requirements. It is a secure dataset of approximately 160 million permanent change-of-address (COA) records consisting of names and addresses of individuals, families and businesses who have filed a change-of-address with the USPS. Access to it is licensed to service providers and made available to mailers.

The rewards of using NCOA are improved discounts on postage and reduced:

- Returned mail
- Mailing cost of bad addresses for postage, materials (paper and envelopes), and production labor
- Time and money spent re-mailing a second time
- Undeliverable mail