Organizing Your Mail List

To assist with efficient professing 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 specifications. Lists that do not comply to standard specifications and need manipulation to meet data 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.

	A	B	C	D	E
1	Name	Address	City	State	Zip
2	John Doe	123 Main Street	Corvallis	OR	97331
3	Jane Doe	321 NW Main Street	Albany	OR	97322
4					

	A	B	C	D	E
1	Name	Address	City	State	Zip
2	John Doe	123 Main Street Corvallis OR 97331			
3	Jane Doe 321 NW Main Street	Albany OR 97322			
4	123 Main Street	John Doe			
5	John Doe				
6	123 Main Street				
7	Corvallis OR 97331				

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:

```
FIRST LAST
ADDRESS 1
CITY STATE ZIP
```

```
ID
FIRST LAST
COMPANY
STREET
PO BOXES
CITY STATE ZIP
```

```
FIRST LAST
COMPANY
STREET OR PO BOX
CITY STATE ZIP
COUNTRY
```

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:

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

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