

DIRECT MAIL DONE RIGHT.

Sending Databases and Mailing Lists

Zodiac Printing must be able to import all address files we receive into US Postal Service approved mailing software. This will provide accurate postal qualification reports, CASS-certification forms, and other data to the post office in order to obtain the maximum postal discounts for our customers.

We use the very finest software available on the market for this purpose. Although it can convert a wide variety of file types, it is helpful to us if our mailing customers provide address files in one of the following file formats. Doing so makes it possible for us to serve you faster and more economically.

- Excel (.xls)
- ASCII (.asc)
- Delimited Text (.txt)

Some important issues to consider when building a file for mailing use:

- Do not mix different types of information in the same field.
(e.g., do not put name of contact and name of company in the same field)
- Do not use a label-image format.
- Use a street address with a number whenever possible.

The files below are examples of workable and NON-workable files:

Workable File—Can be converted quickly by mailing software



First Name	Last Name	Company	Alt Address	Address1	City	St	Zip
John	Smith	ABC Co.		123 This St	Wilkes-Barre	PA	18701
Mary	Contrary	XYZ Co.	Big Bad Mall	100 Brooks Blvd	Philadelphia	PA	19100

POOR FILE—EVEN IF IT CAN BE CONVERTED BY MAILING SOFTWARE, IT WILL TAKE MANY HOURS OF PARSING AND DATA ENTRY TO MOVE PORTIONS OF ADDRESSES TO NEW FIELDS. The larger the file, the longer it will take. Zodiac Printing will charge an hourly rate of \$55.00 for such corrections. Customers will be notified of approximate time required to correct bad files prior to beginning the correction process.



Name	Name	Alt Address	Address2	Address3	Address4
John Smith	ABC Co.	123 This St.	Anytown, PA 10000		
XYZ Co.	Mary Smith	Corner First and Second Sts	Market Mall		Nowhere, PA 18500

At Zodiac Printing, we are committed to timely and professional direct mail services. We hope that the above information will assist you in providing us with the kind of data that will help us to serve your needs with speed and efficiency. If any additional assistance is needed, please contact our Mail Projects Manager at (570) 829-7722 .