

Thank You for choosing MultiAd as your Mail Service Provider!

In order to avoid additional list processing charges, please read over this information concerning how to format your mailing list electronic file and how to organize your data for optimum address validation and updating.

The success of your mailing will be impacted greatly by quality of your data in your mailing list. An address that is 1) complete, 2) can be identified as a valid USPS delivery address and 3) has been identified as the most current address will **reach your intended audience quickly at lower postage prices.**

Preferred File Formats

- Tab or comma-delimited text file *(other delimiters are acceptable)*
- Microsoft Excel
- CR/LF fixed length file
- Mail Manager 2010 packaged list
- Microsoft Word Label file

Additional file formats available

(Additional list processing charges will apply)

- Borland/Paradox
- dBase/Fox Pro
- Label Images Disk File
- Microsoft Access
- Microsoft ADO
- SQL Server
- VideoJet JSII

Organizing Your Data – DO's

1	Examples of Data File Structure										
2	Fname	Mname	Lname	Recipient 2	Business/Organization	Job Title/ Department/ Division	Mailing Address, Primary	Alternate Address/ Internal Delivery Addr	City	State	ZIP Code
3	Joe		Smith		Crosscourt Properties	President	124 Main St STE 104	MailStop AC2203	Anytown	IL	12345
4	Jane	M	Doe		CGI Inc.	Accounts Payable	124 Main St BLDG 2 ROOM F4	PO BOX 1234	Anytown	IL	12345
5	Susan	Kathryn	Miller		Illinois State University	Department of Communication	789 Normal Ave	Fell Hall Room 367	Anytown	IL	12345
6	Dan Moore			Joe Kirk	IL Construction Ltd.	Electronics Division	0N2W35 Randall Rd	Electrical Warehse Bldg F	Anytown	IL	12345

■ **Recipient names** can be either combined (*see row 6*) or split out (*see rows 3-5*).

- If the mailing address is for more than one recipient (*different last name*), add a **Recipient 2** column (*see column D*) and place the 2nd name there.
- The recipient name in the primary name field(s) needs to relate to the primary mailing address.

■ **Business/Organization Names** column (*column E*).

- Any dba (*doing business as*) company names should be placed in the job title/department/division column or alternate address column if the parent company name already occupies the business name column.
- Any division or department information should be placed in the job title/department/division column or the alternate address column. (*column F, rows 4 ,5 & 6*)

■ **Primary Mailing Address** should contain the following elements to ensure successful and timely delivery

- Primary address number; pre-directional (*N, S, E, W*), street name; street designator/suffix (*St., Ave., Road, etc*); post directional (*N, S, E, W*); secondary address unit and number (*Suite 400, Room 2, Floor 4, Apt 201, Bldg 1*)

■ **Alternate Address/Internal Delivery Address** contains delivery information a business' mailing department would use to finalize delivery (*row 3*). If a street address and PO Box address is provided, they should be separated (*row 4*).

■ The USPS two-letter abbreviation is preferred, but **state names** can also be spelled out.

- The city, state and zip can also be combined within one column as long as it is the consistent format throughout the entire mailing list.

Organizing Your Data – DON'Ts

	A	B	C	D	E	F	G	H	I	J
1	Examples of Data File Structure									
2	Fname	Lname	Business	Title	Address 1	Address2	Address 3	City	State	ZIP Code
3	Dan Moore & Susan		CGI Inc		124 Main St STE 104	NULL			IL	01234-0000
4	Joe	Danner	ISU	Mr. & Mrs.	789 Normal Ave		-	Dallas	Texas	45234-234
5	Kathy	Doe	SBCBD, LLC	NA	dba Midwest Sewing Center	1234 Circle Ave, PO BOX 678		New Orleans	LA	78923-1
6	Kitchrich, Tom		Assoc for Impr Lvng of Sr Citzns		NW Rte 161 & 91	Receiv dept	456 Randall Rd MS#kA66	Kansas	Ark.	
7	Librarian		IL State Univ.		Milner Library RM 102			Normal	IL	61761

- ***These problems will require data correction and result in additional list processing costs.**
 - ***Remove any words or symbols used to indicate “Not applicable” (“NULL” in row 3, “-” in row 4, “NA” in row 5)**
 - ***Avoid mixing abbreviated and spelled out state data (col. I)**
 - ***Delete any “-0000” or “-9999” after a 5-digit zip code (row 3)**
 - ***Delete any incomplete 4 digit ZIP Code add-ons or entry errors (row 4, 5)**
 - ***Avoid inconsistencies in formatting recipient names within a list**
 - **Mixing order of first and last names (row 5, 6)**
 - **Mixing combined and split out names**
 - **Avoid combining multiple recipient names. (row 3)**
 - ***Avoid mail list files with more than 2 address columns. Place business names, departments, according to the directions under point 2 on the previous page. Also, suite, room or apartment numbers should be combined with the primary address**
 - ***Avoid placing business names in an address column (row 5)**

- Other problems and inconsistencies listed below will not be corrected unless directed and may impact address validation and updating as well as duplicate detection.
 - Avoid placing name prefixes in with job title column (row 4)
 - Missing city names or ZIP codes create a nonmailable address (row 2, 6)
 - Avoid abbreviating business names (row 6)
 - Avoid combining internal delivery information with the primary address (row 6, column G)
 - Avoid combining a street address and PO box address (row 5)
 - Avoid placing job titles in recipient name column (row 7)