

PREPARING MAILING LISTS

To maximize all postage discounts and rates, we use the latest software allowing us to:

- Conduct Merge, Purge and De-Duplication Functions
- Conduct National Change of Address (NCOA) processing (required as of Nov 2008)
- CASS Certification
- Presorting
- Preparation of all necessary paperwork for proper USPS Bulk Mail Acceptance

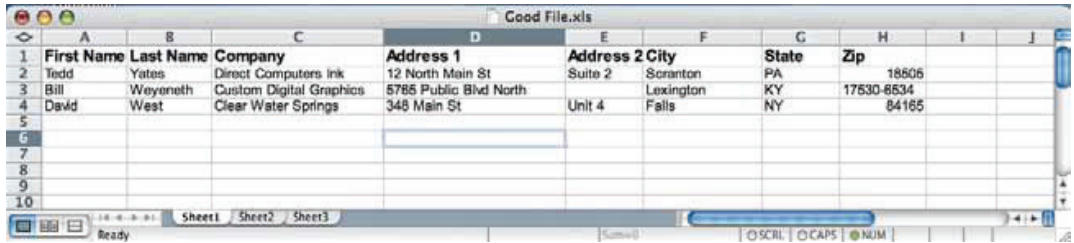
Although our software allows us to import and convert data from many various file types, it is important that the data be properly set up with all of the information in the proper separated fields.

Some important issues to consider when reviewing your mailing list:

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

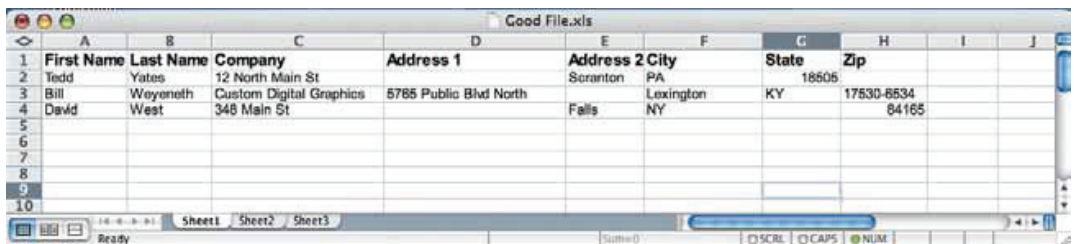
The files below show examples of workable and NON-workable files:

WORKABLE FILE
(Can be converted quickly by mailing software):



	A	B	C	D	E	F	G	H	I	J
1	First Name	Last Name	Company	Address 1	Address 2	City	State	Zip		
2	Tedd	Yates	Direct Computers Ink	12 North Main St	Suite 2	Scranton	PA	18506		
3	Bill	Woyoneth	Custom Digital Graphics	5785 Public Blvd North		Lexington	KY	17530-6534		
4	David	West	Clear Water Springs	348 Main St	Unit 4	Falls	NY	84165		
5										
6										
7										
8										
9										
10										

POOR FILE
(Must be cleaned/parsed manually. There is an hourly charge for manual data cleanup.)



	A	B	C	D	E	F	G	H	I	J
1	First Name	Last Name	Company	Address 1	Address 2	City	State	Zip		
2	Tedd	Yates	12 North Main St		Scranton	PA	18506			
3	Bill	Woyoneth	Custom Digital Graphics	5785 Public Blvd North		Lexington	KY	17530-6534		
4	David	West	348 Main St		Falls	NY		84165		
5										
6										
7										
8										
9										
10										

EXPORTING LISTS:

Mailing lists can be exported from nearly all current database software (Quickbooks, ACT, Outlook, Access, etc). There is typically an export function located under the "FILE" menu whereby you can export and save the file to your computer for easy emailing to us. Usually in addition to giving your exported file a name, you can choose the file type and a common type that you should choose is ".csv". If any additional assistance is needed, please contact your sales representative and we will provide any help necessary.