

Preparing Mailing Lists

In order to maximize all postage discounts and rates for our clients' mailings, Zodiac Printing uses the latest software technology available. The use of this software allows us to:

- Conduct Merge, Purge and De-Duplication Functions
- Conduct National Change of Address (NCOA) processing (*required by the USPS as of November 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 such as Microsoft Excel (.xls / .xlsx), Delimited Text (.csv), Database (.dbf), or many others, 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	Weyenoth	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 by data specialist. The larger the file, the longer it will take. Zodiac Printing Charges \$55/hr 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		
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5										
6										
7										
8										
9										
10										



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Mountain Top, PA 18707

8 0 0 • 8 2 9 • 7 7 2 0
P | 5 7 0 • 4 7 4 • 9 2 2 0
F | 5 7 0 • 4 7 4 • 9 2 2 8

DESIGN | OFFSET PRINTING | DIGITAL PRINTING | DIRECT MAIL | FULFILLMENT | DISPLAY

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 you need any help in exporting files, please call us and we will do our best to walk you through it.

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 serve your needs with speed and efficiency. If any additional assistance is needed, please contact your sales representative and we will provide any help necessary.