

Guidelines for submitting a mailing list

Our preferred method for receiving a mailing list is a Microsoft Excel file.

The columns for name and address information are most important in order to properly prepare the mailing for the Post Office. * Items are required

Title	
First Name**	First and Last names may be combined in one column if they are not used elsewhere in the mailing.
Last Name**	
Company**	
Department	
Address*	If both a street address and a PO Box are available, use only the PO Box.
Address2	Address2 should be ONLY an apartment, unit, or PMB number.
City*	
State*	
Zip Code*	

** First and Last names are required unless a company is specified.

Our verification process eliminates undeliverable addresses. For "Standard" Bulk mail, these address are removed from the database. Upon request, we can send these to you.

FIRST CLASS BULK MAILINGS ONLY: When your list is checked by our software for correct addresses, undeliverable addresses are normally deleted. In the event you wish for these addresses to remain in the list and to be mailed anyway, please indicate this on your order. These names will be charged the full First Class postage per piece.

ADDRESS ACCURACY: We see many mistyped addresses, and these are rejected by the mail software. We can proof your address list for such misspellings for an additional fee.

ABBREVIATIONS: Bulk mail checking software is a bit picky about how the suffix of a street name is abbreviated. If the abbreviation is not correct, that

record will be marked for deletion. The following are acceptable (spelling out the street name suffix is also fine):

Street	ST
Avenue	AVE
Lane	LN
Circle	CIR
Curve	CURV
Trail	TRL
County Road	COUNTY RD (CO (or CTY) RD will not work)
Highway	HWY
Parkway	PKWY

For a complete list of abbreviations, see
http://www.usps.com/ncsc/lookups/usps_abbreviations.html#suffix

ADDRESS FORMATING: We see many instances where because of the way the address is written, the record is rejected:

13455 Main St Not 13455-Main St (hyphen causes rejection)
13455 NE Main St Not 13455 N E Main St (space between N E)
N12345 W12345 Not N 12345 W 12345