



Data List Formatting Guidelines

File Formats

Our data department accepts data in the following formats (listed in order of preference):

1. Excel File – Please include column / field names in first row.
2. Delimited text file (comma-delimited, tab-delimited, etc.). Please include field names in first row.
3. dBase table, Foxpro (any version).
4. Table in an Access database file.
5. Fixed-width text file (accompanied with field layout details).

Note for Window Vista Users: If using Windows Vista, please save your excel file as Notepad prior to sending.

File Compression and Encryption

Please compress all data files *when possible*. Feel free to password-protect them if appropriate. Our data department can accept self-decrypting archives and data encrypted with other programs.

Helpful, Time & Cost Saving Hints

Regardless of the file format, the time we spend to process a list is primarily determined by the structure of the address information on files we receive. For fastest list processing, address information should be broken out according to the following format.

Columns with headers in first row for each field to include (as needed) Name, Title, Company, Address, Address 2, Address 3, City, State, Zip, Country Fields, Other. Please refer to Table below for additional information on column descriptions and field size.

<i>Columns</i>	<i>Description</i>	<i>Field Size</i>
Name	Recipient's full name (Can also use First and Last).	50 (30 & 30) for First and Last
Title	Recipient's job title.	50
Company	Company name.	50
Address	Primary delivery address information (e.g. "23 Maple St.").	50
Address2	Secondary address information (e.g. "Suite 23").	50
Address3	Tertiary address information (e.g. "Accounting").	50
City	City name.	28
State	State abbreviation.	2
Zip	9-digit zip code (plus dash character).	10
Country Fields	Any out of country info after the above	Best fit
All other fields	Please list them after the above	Best fit