



Mailing List Guidelines

Help expedite your mailing service, by following these simple mailing list guidelines:



1. *Keep fields separate.* Do not combine City, State, and Zip fields.
2. *Protect the integrity of your data.* Do not put comments in your Name or Address fields. These comments will appear in your labels.
3. *Submit your domestic mailing list in one file if possible.* Multiple files and tabs require more time and extra charges.
4. *Submit foreign addresses in a separate file.*
5. *Indicate quantity.* Indicate the total number of pieces to be mailed, so that we can verify the files.
6. *Include a list of field names and lengths with your file.* This tells us exactly what information you want printed on your labels.
7. *Consider the number of lines that will appear on your mailing label.* A 1" label has 3 lines with a barcode, and 4 lines without a barcode. A 1.5" label has 6 lines with a barcode, and 7 lines without a barcode.
8. *Keep fields within standard length.* Name, Company, and Address fields must be 40 characters or less. City fields must be 22 or less. State fields can only contain 2 characters. Zip field must be 5 or 10. Our mailing software will automatically add the +4 digits to the zip code.
9. *Acceptable formats* for your file include Excel, tab-delimited text, comma-delimited text, .dbf, or fixed length.
10. *You may send your list by e-mail or by mailing a disk to your customer service or sales representative.* If you would like your disk returned, a shipping and handling fee of \$60 will apply.
11. *Send your mailing list to us at least one week prior to the postal entry date.*

Your customer service representative will be happy to answer any questions you may have about Panaprint's mailing list procedures and pricing.