



PRINT • MAIL • DELIVER

Tips To Keep Your Postal Rates Cost Effective!

THE MAIL FILE

Data Entry Format Each record in your database is an important contact. If you keep your own mail list, consider each element of the record a field. The contact's Name, Title, Company, Address, Address 2, City, State, Zip and Country are all fields. Any extra fields that are included in your data may not be imported unless specific instructions are provided requesting these fields. Standard label layouts include all necessary information for deliverable mail. The address is inkjet in all caps using a sans serif face. Special fonts are available and must be specified with the order.

Standard Address Format:	1. Non Address Data	MEMBER #1234567
	2. Attn / Name	MR J BROWN
	3. Company	SAVVY BUSINESS
	4. Address 2	STE 500
	5. Address 1	123 MAIN ST
	6. City, State, Zip	FAIRFAX VA 22030-3999

Special Non-Address Data Be sure to let your Account Manager know if you have a special code, member number, or merge field you need imprinted on your piece. We will not automatically include these fields unless discussed prior. USPS prefers non address data be the first line of the address block.

Acceptable File Types

- Excel with headers (.xls – or – .csv)
- Access
- ASCII
- Txt (comma or tab delimited)

Submitting Files

email: Directly to your Roberts Printing Account Manager.
FTP to: **ftp.suremailing.com (Notify your Account Manager by email when posting.)**
User name: **suremailing**
Password: **sure**

Processing We will run your database through a validation process, which compares your data entry to the USPS bank of deliverable addresses. Also, you may elect to dedupe the database. Discuss any special dedupe or processing needs with your Account Executive. As part of our "Sure" service, Undeliverable As Addressed (UAA's) records will be deleted from the mailing and sent to you at no charge via email so that you may update or correct those records for future mailings.

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