

About Mailing List Submission

Please review your mailing list format specifications

List Processing Disclaimer

Slr Speedy is not responsible to verify that the data in your list is accurate and properly formatted for mailing. Our list preparation process will standardize address formats, but will not create mailable addresses from incomplete or improperly formatted information, nor will it correct format errors.

Acceptable List Formats

When submitting your mailing list, we will review it for basic format, and to ensure it can be processed by our system.

Lists not meeting our specifications may incur additional costs and delays.

To expedite your order, we prefer lists to be submitted as PC based "text, tab delimited" files. However, we do accept PC and MAC files, they must be saved or exported in one of the following extensions: .txt, .ascII, .asc, .csv, or .dbf (dbfIII). If you submit your list in a different format, it may need to be converted which could result in processing delays and additional costs.

Please Note: [MS Word](#) labels format is **not** Database Format.

Extensions are simply the types of files you save (example: bestcustomerlist.txt or bestcustomerlist.asc...). You can save list files from a number of different programs for the PC such as [ACT](#), [Goldmine](#), [Microsoft Works](#), [Microsoft Access Excel](#), [QuickBooks Pro](#), [Filemaker Pro](#), [Label Maker Pro](#), and [Outlook](#). You can also save list files from a number of different programs for the Mac such as [ACT](#), [Microsoft Excel](#), [Filemaker Pro](#).

Below are the most common extensions used for mailing lists:

- **.ASC** - ASCII text file
- **.CSV** - Comma delimited
- **.DBF** - Database File - dBASE
- **.TXT** - ASCII text file

We do not accept Cheshire labels, tapes, tape cartridges or DAT tapes.

Digital Formats

- Tab-delimited
- CSV (Comma Separated Values, also called "Comma-delimited")
- ASCII

- DBF III
- MS Excel (Multiple worksheets within a single file will be processed as separate lists)

Note: To see if your file is one of these types, check the file name, and look at the 3-letter extension at the end of the name. Files that say .txt, .tab, .csv, .asc, .dbf, .xls are acceptable formats. However; this does not guarantee that your list is usable. We do NOT accept tapes, tape cartridges or DAT tapes.

Mailing Labels

While we can apply your labels instead of ink jet or laser addressing, we will not be able to apply postal barcodes to your mail, therefore no presort discounts are available. Your cost for the mailing may be the full First Class postage, plus a Mailing Services fee and a per piece charge to hand-apply the labels. Contact customer care for details and a cost estimate.

Organizing Your Database

NOTE! Be careful when working with your database! Do not move a column or a block as to create a mismatch of the data. When sorting your list – sort the entire list together. Be extra careful if you cut and paste any section.

Your database should be set up so that each record is contained in its own row. The individual elements of each record should be contained within separate fields in the same row. We do not accept lists containing addresses that are separated into multiple rows. This includes lists in mailing label format. All data for each record must be contained within the same row in a database.

	A	B	C	D	E
1	Name	Address	City	State	Zip
2	Chad Smith	1675 Faraday Ave	Carlsbad	CA	92006
3	Jim Jones	1234 Main St	Anytown	CA	90000
4					

Good: All address information in different cells in the same row.

	A	B	C
1	Chad Smith	Jim Jones	
2	1675 Faraday Ave	1234 Main St	
3	Carlsbad, CA 92006	Anytown CA, 90000	
4			

Bad: Address information separated into multiple rows.

Organizing Your Records

The fields below will be inkjetted or laser printed in order displayed. Maximum of 50 characters per line, including spaces, punctuation, etc.

- **Name** (Optional): Addressee information on the finished card may be submitted as either 1 field titled "Name", or as a combination of any of the following 5 fields, provided that the total number of characters when combined does not exceed 50:

Sal Salutation - Mr, Mrs, Dr, Lt, etc.
First First Name
MiddleMiddle Name
Last Last Name
Deg Degree - Jr, Sr, III, PhD, MD, etc

(If separate fields are used, they will be combined in the above order)

- **Title** (Optional): Professional title (President, Sales Manager, Marketing Director, etc.)
- **Company** (Optional): Company name
- **Department** (Optional): Department name (Sales, Customer Care, etc.)
- **Address2** (Optional): Second line of address (Suite#, Apt#, etc.)
- **Address** (Required): Deliverable address
- **City** (Required): City
- **State** (Required): State
- **Zip** (Required): Zip code (either 5 digit or 9 digit)
- **Country** (Required if mailing outside US): Full name of country

Note: All lists will be processed and printed using fields listed above. Additional information (i.e. customer codes, promotional codes) will only be printed if explicitly requested.

Address Standardization

Addresses will be automatically standardized according to USPS guidelines (Please let us know if there is an objection to it)

- All information may be capitalized (Chad Smith will become CHAD SMITH).
- Punctuation may be removed from all fields (MR. CHAD SMITH, JR. will become MR CHAD SMITH JR).
- Abbreviations may be substituted where applicable (STREET will be changed to ST, AVENUE to AVE, etc.)

International / Canadian Address

If possible, these records should be sent in a separate data file or have separate fields for the Province, Zip Code and Country fields. If these records are included in your domestic U.S. list, make certain that you do not have international postal or zip codes in the field designated for the US zip codes. We are unable to verify foreign addresses and all address data provided will be inkjetted as supplied.

International/Canadian mailings are priced separately. Contact us for details and a cost estimate.

CASS, NCOA, Zip+4, Bar Codes

In order to get the discounts for pre-sorted mail, we are required by the post office to perform several updates to your list. CASS certification verifies that the address is a legitimate address and not erroneous, and NCOA is to check if your addressee had notified the post office of a move or change of address. We also have to append zip+4 and print a barcode to match the postal automation equipment.

Duplicate Removal

Duplicate removal (deduping) is an automated process that removes duplicates from a mailing list based on several criteria. The process is dependent upon several variables, and cannot be made 100% accurate. See below for further details.

The options for removing duplicates from your mailing list are as follows:

Dedupe by Name and Address (default)

Unless otherwise specified, all lists submitted for processing will have duplicates removed using this process. Fields containing name and address info will be compared. Only records that contain duplicate name AND duplicate address info will be removed.

Note: The deduping process looks for EXACT matches. If there is any variation between the names or addresses of two records, the duplicate will not be removed. For example:

Will not be deduped (Last names do not match):		
Chad Scott	1675 Faraday Ave	Carlsbad CA 92008
Chad Sctt	1675 Faraday Ave	Carlsbad CA 92008
Will not be deduped (Address field does not match):		
Chad Scott	1675 Faraday Ave	Carlsbad CA 92008
Chad Scott	1675 Fairaday Ave	Carlsbad CA 92008
May be deduped (Common first names in long/short form):		
James Jones	1675 Faraday Ave	Carlsbad CA 92008
Jim Jones	1675 Faraday Ave	Carlsbad CA 92008

Dedupe by Address Only

Address field will be compared with all other records in the database. Only the first record will be kept.

Do not Dedupe

List will be processed as-is, no records will be removed.