



## Mailing Lists

# Formats, Specifications, & Helpful Hints

### Before Getting Started

Please be aware that we cannot create mail-able addresses from incomplete, incorrect, or improperly formatted data. Also, while our processes and software do a great job of standardizing and updating addresses, it's normal to see 2-5% in returns or undeliverable pieces per mailing.

Our processes are automated, so while some changes/matches may seem logical, the software does not work on our deductive reasoning.

### Standard List Formats

HBP prefers lists to be submitted in one of the following common formats:

- CSV (Comma Separated Text w/ Field Framing Characters)
- DBF
- TXT (Tab Delimited, Fixed Length)
- XLS or .XLSX

HBP can accept formats other than those listed, however, additional time and fees may apply if it's necessary to adjust or manipulate your data.

If you're unsure about your mailing list meeting our specifications, feel free to contact your Customer Service Representative.

### Organizing Your Mailing List

Databases come in all shapes and sizes. We recognize that as a result, mailing lists might not always be formatted exactly to our recommendations.

However, due to our standard processes, lists that do not comply with our layout may incur additional fees if it's necessary to extensively manipulate the list into our layout in order to proceed. In certain cases, the data may not be in a usable format and will be provided back with an explanation.

*continued* ↪

First	Last	Address_1	Address_2	City	State	Zip
John	Smith	Apt #1	1234 Main Street	Towson	MD	21286
Sue	Johnson		4321 7th Ave	Towson	MD	21286

**Good: All address data in fixed fields on same row.**

A	B	C	D	E	F	G
John	Smith	Apt #1	1234 Main Street	Towson	MD	21286
Sue	Johnson	4321 7th Ave	Towson	MD	21286	

**Bad: Address data in floating fields between records.**

A	B
John Smith	Sue Johnson
Apt #1	4321 7th Ave
1234 Main Street	Towson MD 21286
Towson MD 21286	

**Bad: Individual records separated into multiple rows in table.**

## Organizing Your Records

- Due to typical addressing allowance on mail panels, we account for up to 70 characters per field, including spaces and punctuation (This may be less depending on the specific size of the mail panel provided.) Anything longer will be truncated.
- Ideally, for NCOA and Duplicate processing, name fields should be in a standard format (prefix first middle last suffix). If there is a designation such as MD/PHD, this should be provided in a separate field. Combined name fields e.g., Kevin and Mary White may not be correctly recognized during NCOA or Duplicate matching.
- If you wish to have your mailing records in proper case (initial letter cap), this must be noted prior to processing. Our software can properly update valid address information, but it is limited for non-address data (i.e., name, title, company, and department.) These fields should be properly supplied initially for best results.
- We only import and process address data elements unless specifically requested otherwise. If there are additional fields that you would like printed or returned in a cleansed list, this should be communicated before processing begins.
- Our software, like most, is limited to locating street address elements (123 Main Street, Apt 2) within three fields. When address elements are floating between more than three specific fields, the data will require manual updating and minimally incur additional processing fees.

The fields in your mailing list will be printed in the order displayed below:

- ID/Customer Number (if requested)
- Name/Resident (optional)
- Title (optional)
- Company (optional)
- Alternate 2 Address (optional) (e.g. Rosegarden Apartments)
- Alternate 1 Address (optional) (e.g. Ground Floor)
- Delivery Address (required) (e.g. 123 Main Street, Apt #1)
- City (required), State (required) Zip Code (required)
- Country (required if mailing outside the US)

An example would be:

John Doe  
President  
ABC Company  
952 Frederick Street  
Hagerstown, MD 21740

But it could be as simple as:

Resident  
100 Maple Drive  
Hagerstown, MD 21740

## International & Canadian Addresses

Please submit these records in a separate data file or have a populated country field. Without this, our processing will not be able to accurately identify the international and Canadian records. As a result, they will drop out as bad records and not be mailed.