Preparing Your Addresses

You can save *time* and *money* by setting up your data base address files correctly. Save your data base as a CSV file. Remember to save number fields as text, otherwise leading zeros will disappear in your data. This is especially important when your database includes addresses on the east coast where the zip code starts with zero.

P&D supports all address file formats that are compatible with Excel. Common file formats:

- Delimited (CSV or Tab)
- Fixed Width
- Text

* It is recommended that you export the file as a Comma Separated Value (CSV) file. All database programs have this feature.

You are limited to TWO address fields

Sample address file set-up with header

ID	First	Last	Company	Street	PO Boxes	City	State	Zip
1994	JANE	DOE	PRINT N MAIL	123 FIRST AVE	PO BOX 1234	SALEM	OR	97301
1999	JOHN	SMITH	MAIL PLUS	987 PEACH ST	PO BOX 9874	SALEM	OR	97301

Creating address files

- Each field line limit is 35 characters
- Capitalize everything in the address
- Eliminate all punctuation (except the hyphen in the ZIP+4)
- Use 2-letter state abbreviations
- Use common abbreviations
- We cannot use address label files created in WordPerfect or Microsoft Word
- Use universal fonts, such as:
  Arial
  Courier
  Lucida Console
  Times New Roman
- No symbols or hard returns, please!

Address block design

- No more than five lines to an address
- For international mail: place the country name and zip code on the last line of the address block
- Some standard formats for an address block are shown here:

```
FIRST LAST
ADDRESS 1
CITY STATE ZIP
```

```
ID
FIRST LAST
COMPANY
STREET
PO BOXES
CITY STATE ZIP
```