



Important Information About Incoming Mailing Files

Supported File Formats:

MAILWORKS treats the following file formats as standard:

- Database Format (.dbf)
- Excel (.xls)
- Text (.csv, .txt)
- Works (.wdb)

Files that arrive in these formats will have no additional charges for conversion, unless their internal field arrangements are so bad as to call for more than 15 minutes of repair by our data technicians. If this case arises clients will be notified before repair work begins.

Important Information for Incoming files:

Codes

If codes are included with files it is important that we know the following:

- Which codes are to be included in the mailing
- Where they should be placed
- What to do if not all records contain a code
- Do the codes indicate actions that we should be taking with the mailing, i.e. mail different pieces to match the code

Names

Names are normally converted into a single CONTACT field. All included fields will be used to form the field. It is not necessary for the client to send whole names.

If a particular salutation is desired we have to know how you want it constructed. This is particularly important in form letters. For example:

- Dear Mary Smith:
- Dear Mary:
- Dear Ms Smith:

We have the capability of genderizing your list if you want a formal salutation created.

10/1/2006

Page1 of 2



Important Information About Incoming Mailing Files

City, State, & Zip Codes

We prefer that you provide these fields separated. If you don't we will break them apart as part of our data processing.

Clients are often anxious their zip codes are missing an initial "0". This is an action performed by MS Excel when it interprets a zip code as a number. We will take care of it.

Capitalization

Mailpieces are normally addressed in all capitals. This makes it easier for the carriers to read and ensures that drop characters do not interfere with the PostNet barcode we normally include on mailings. If your list needs to be in mixed case let us know, we will properly case it to your specifications.