MAILING & VARIABLE DATA PRINT FILE REQUIREMENTS

The following is a list of requirements and best practices for supplying data to Craftmaster Printers (CPI) for mailing and variable data print.

REQUIREMENTS
Acceptable File Formats:
- .xlsx or .xls (MS Excel)
- .csv (comma separated values)
- .txt (tab delimited text)

Header: The data should contain an appropriate header row at the beginning of the file. The header denotes the value of the data contained in each column. For example, first name or company or address. The header is how variable data applications determine the placement of information in the printed document.

	A	B	C	D	E	F	G
1	First Name	Last Name	Address	City	State	Zip Code	<---Header Row
2	John	Smith	1234 North First St	Auburn	AL	12345	
3	Jane	Brown	987 South 2nd Ave	Montogmery	AL	54321	

Note: The exact naming of the header is not important but the name should reflect the nature of the information contained in the column and the data within columns must remain consistent. It should be clear to the person processing the list exactly what is in that column.

MINIMUM MAILING ADDRESS REQUIREMENTS
The following list is the minimum information required by the US Postal Service to send a mail piece. The mailing panel may include other information, such as company or a second address line, but this is the minimum

> *First Name*
> *Last Name*
> *Address*
> *City*
> *State*
> *Zip Code*

Note: Zip codes may either be in a standard five-digit zip code format or zip+4 format.

Note: Additional address information, such as an apartment or suite number, may be included in a single address or separated into a second address field.

INTERNATIONAL DESTINATION ADDRESSES
International Addressing: International destination addresses must comply with the following USPS standards (see US postal code section 122).

- The addressee's full legal name and complete address must appear

- Mail may not be addressed to a person in one country "in care of" a person in another country. Mail may not be addressed to Boxholder or Householder. Exception: in French or a language known in the country of destination, the addressee's name or Occupant may appear on printed matter. Example: Mr. Thomas Clark or Occupant

- The house number and street address or box number must appear when mail is addressed to towns or cities.

- The address of items sent to general delivery must indicate the addressee's full legal name and the city and country of destination.

- All lines of the delivery address should appear in all capital letters. The city destination must appear in capital letters together with the correct post code number or delivery zone number, if any. The last line of the address must show only the country name, written in full (no abbreviations) and in capital letters. If possible, the address should have no more than five lines.

For example:

MR THOMAS CLARK	MS CRISTINA CRUZ
117 RUSSELL DRIVE	APARTADO 3068
LONDON W1P 6HQ	46807 PUERTO VALLARTA JALISCO
GREAT BRITAIN	MEXICO

Exception: To Canada, there must be two spaces between the province abbreviation and the postal code, as shown below between "ON" and "K1A 0B1":

MS HELEN SAUNDERS
1010 CLEAR STREET
OTTAWA ON K1A 0B1
CANADA

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RETURN ADDRESS
In bulk mailings, all mail pieces must bear a U.S.-origin return address visible on the outside of the mail piece, except for periodical mail. For the purpose of this section, a "bulk mailing" is any IPA or ISAL mailing, or any other mailing paid with an advance deposit account and presented to the U.S. Postal Service for acceptance. In addition, a return address is required for mail pieces bearing a customs form.

DATA BEST PRACTICES

PROBLEM DATA
Avoid the use of special characters in data fields. These can cause issues that will need to be fixed, often manually, before processing.

Comma, carriage return, tab, extra leading or trailing spaces in the data

AVOID COMBINING DATA INTO A SINGLE FIELD
It is best to keep the data in the smallest constituent values as possible. For example, first name and last name should be separated into two columns (fields) rather than a single full name. It is easier to combine data than it is to separate it.

DATA ACCURACY
Craftmaster does not proofread nor flag or correct data errors. It is the customer's responsibility to ensure data validity. Invalid addresses, typos, misspellings, inaccurate zip codes etc. are not the responsibility of CPI.

MULTIPLE DATA LISTS
Multiple data lists should be combined before being sent to Craftmaster. CPI can merge multiple lists for an additional data processing fee.

REMOVING DUPLICATE RECORDS
Craftmaster can remove duplicate records in a data set for an additional data processing fee.

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