



# efficient and cost effective one-stop print to mail services

## List Processing

The most important aspect of a successful mailing is the quality and accuracy of the list. At DP&L, our expert mailing staff uses industry leading software to carefully process our customers' lists and ensure proper delivery. Lists are presorted to bypass needless sorting steps in USPS's mail stream and CASS encoded to meet automation-rate requirements. To further enhance mailings, customers can request additional services like NCOA Link® and duplicate removal.

## Labeling & Inkjetting

Democrat Printing provides both labeling and inkjetting services for a variety of our customers' mailing needs. Mail lists can be conveniently printed onsite with paper stock, or mailing data can be inkjetted directly onto books along with personalized addressing.

## Full Service Mailing

By taking advantage of USPS's Full Service Mailing options, our customers can maximize postal discounts and increase the return on their marketing investment. Our mailing staff uses bar-coding, digital postal documents, and drop shipping to optimize a mailing's compatibility with automated equipment and carry it past local processing. The result is a consistent mailing procedure that saves our customers both mailing time and postal costs.

Improved  
Delivery

Increased  
Accuracy

Maximum  
Discounts

# Mailing Department Specifications

## Cheshire Labels

Label Dimensions	3½" X 1"
Max # of characters	40 per line (including spaces)
Endorsement/ACS	The first line of the label is reserved for optional Endorsement and ACS information
Intelligent Mail barcode	The last two lines of the label are reserved for the Intelligent Mail barcode
Address lines	A maximum of 5 lines can be used for one key line and address information
Label position	Cheshire labels must be positioned parallel or perpendicular to the spine. This includes A-size or Tabloid and perfect bound or saddle stitch books
Customer Labels	All labels provided by the customer must be in a standard east/west 4up format

\* For inkjetting options, please see our Inkjetting Guidelines.

## Mailing Requirements

Bundle size	Min of 6 books
Sack Weight	Max of 45 lbs.
Pallet Weight	Min of 250 lbs.
Book Size	Min of 3 <sup>3</sup> / <sub>16</sub> " X 6 <sup>3</sup> / <sub>8</sub> " Max of 11 <sup>9</sup> / <sub>16</sub> " X 16 <sup>1</sup> / <sub>4</sub> "
Spine Thickness	Min of 1 <sup>1</sup> / <sub>8</sub> " Max of 1 <sup>1</sup> / <sub>4</sub> "
Labels	East/West 4up

### Accepted Media

Online File Sharing  
FTP

### Accepted File Formats

Flat fixed field text  
Excel tab or comma delimited

## List Output

### General Requirements

Separate lots/lists require identification, and all lists should be sent to your DP&L Account Executive.

### Database Fields

Domestic address labels should have separate data fields for all of the following:

**Name** - Addressee's name can be placed in one field or broken up into separate fields like "First Name," "Last Name," or "Prefix"

**Primary Address** - Addressee's street address or P.O. Box

**Secondary Address** - Addressee's suite/apartment number or mail stop

**City**

**State**

**Zip Code**

Any additional information, like company name or title, should be placed in separate data fields, and all data fields should be clearly labeled with standard column headings.

### Foreign Addresses

Foreign addresses must have the country, city, and geographic location information in separate data fields. For sorting purposes, these addresses should be identified on your list.

### Test Lists

A sample mail list should be provided 15 days prior to your publication's first mail date to verify that we can read and process your data.

### Mail List Delivery

Send your mail list to your Democrat Account Executive. Lists must be received at least five working days prior to the scheduled mailing date. Late submissions may jeopardize the mailing schedule. Please be sure to submit counts with your list.

# Inkjet Services

## General Information

Democrat's Inkjet System features a Domino Jet Array printer & Editor Controller, & offers a variety of options for mailers of Periodical & Standard A Class products. The Jet Array printer head is capable of printing five lines of copy on the outside of any stitched or perfect bound products. Inkjet addressing will provide barcoding opportunities for postal automation discounts. The system will print the Intelligent Mail Barcode (IMb) barcode required.

The placement of the inkjet address on a magazine or catalog can affect the overall layout or design of the printed piece. The size of a book, position of the inkjet address (front or back cover), & position of the copy in relationship to the spine (parallel or perpendicular) are all factors that must be taken into consideration.

## Inkjet Requirements

Position <i>(relative to spine)</i>	In-line	A-Size	Tabloid
	In-line	Perpendicular	Perpendicular
	Off-line	Either	Perpendicular
Size	Inkjet - 1 3/4" x 6" at least 1/2" from spine Without Indicia - 1 3/4" x 4"		
Image Area	Must be reversed (white box) or printed with a maximum of 20-30% ink coverage for black inkjet ink to be visible.		
Indicia	The indicia must be to the right of the inkjet address & should be at least 1/4" from the final trim of the printed piece.		
Required Data	All data should be formatted to include bag or bundle numbers for each label as well as visual markers to indicate pack or sack breaks. Please sort so that the highest numbered sacks are processed first.		

## Mail Label Data

### Required Information for Submitted Mail Lists

1. File Name - names of each data file
2. Sample label - foreign & domestic
3. Location of all fields
4. Description of greetings, messages, etc.
5. Number of characters per field
6. Record Length - # of characters allowed in each label
7. Total Record Count

Example:

Field	Length	Start	End	Type
Name	40	1	40	C
Company	40	41	80	C

### Minimum Data Required

First Name  
 Last Name  
 Street Address  
 City/State/ZIP

### Data Quality

- Address fields not to exceed 40 characters (use two lines if necessary)
- Do not abbreviate city names
- Use two character state abbreviations
- Include ZIP codes. (FirstLogic will check Zip codes against the National Database & make corrections as necessary as long as all other address information is complete & correct)



# Mailing List File Formats

These guidelines allow us to optimize our mail list processing software's speed and reliability as well as meet the requirements of Intelligent Mail. The priority of the file types listed below are consistency issue to issue. Once a file type/structure has been set, consistently submitting that structure each time a file is presented for processing is key for quick & efficient mailing.

**The follow is the list of file formats accepted for mail list processing:**

- **.xls** files for lists that contain **less** than 60,000 names
- **.db** (Version 5 or 7) can contain an unlimited number of names
- **.txt** files (either fixed length fields or text delimited fields) can contain an unlimited number of names
- **.csv** files which can contain an unlimited number of names

**Helpful suggestions to ensure reliable list processing:**

- Supply the list in a consistent manner each time such as file type, field order, field length, etc
- A header record is recommended for all file types
- As a backup, or in lieu of a header record, provide a map to the data supplied, i.e., what fields in what order
- If the file supplied is a .txt file of fixed lengths, provide the field length for each field it contains
- If the file supplied is a .txt file that is delimited, please provide the delimiter
- It is *recommended* that the file supplied is complete and requires no additional sorting/selectivity
- If advanced sorting is required of the list, provide a "sort field" area in the list
- When submitting a .xls file, please only have one tab of data per .xls file

If you have any questions or concerns about file submission for list processing, please do not hesitate to contact your Account Executive; they can help you with this process.