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 your address information. At DP&L, our expert mailing staff uses industry leading software to carefully process our customers' lists and ensure proper formatting for fastest delivery and maximum discounts. Lists are presorted to bypass needless manual sorting steps in the USPS mail stream and CASS™ certified to meet automation-rate requirements. To further enhance mailings, we also offer additional services like NCOALink®, DSF2® (Walk Sequence), Every Door Direct Mail® and duplicate removal (upon customer request).

Labeling & Inkjetting

DP&L provides both labeling and inkjetting services for a variety of our customers' mailing needs. Mailing lists can be conveniently printed on-site with paper stock or mailing data can be inkjetted directly onto mail pieces along with personalized addressing including special messages.

Full Service Mailer - On-Site USPS Verification

By taking advantage of USPS's Full Service Mailing options, including Seamless Acceptance, 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 USPS automated equipment to carry it quickly and efficiently past local processing. The result is a consistent mailing procedure that saves our customers' both mail delivery time and postal costs. An added benefit is the Detached Mail Unit (DMU) at our facility staffed by USPS employees that verify, accept and dispatch mail daily.

Mail Anywhere Service Provider

DP&L maintains a well-established and exemplary track record with the USPS and continues to exceed the quality thresholds required in order to be a participant in the Mail Anywhere program. Under this program we can process mail with customers' existing permit and drop it at our local centralized BMEU (Business Mail Entry Unit) or at any other USPS facility within the US without requiring a Request for Additional Entry Form and associated permit fees required for additional mailing locations.

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 $3^{3}/_{16}$" X $6^{3}/_{8}$" Max of $11^{9}/_{16}$" X $16^{1}/_{4}$"
Spine Thickness	Min of $^{1}/_{8}$" Max of $1^{1}/_{4}$"
Labels	East/West 4up

Accepted Media
Online File Sharing
FTP
Email delivery

Accepted File Formats
Flat fixed field text
Excel tab or comma delimited
dBase/FoxPro
Fixed Fielded and more....

Mail List Requirements

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 separated into an additional file.

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
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 along with any special processing requests.

Inkjet Services

General Information

DP&L's Inkjetting capabilities feature both a Buskro Atom UV Print System and a VideoJet BX Series Binary Array Printer. These systems both offer a variety of options for mailers of Periodical & Marketing (formerly Standard) Class products. The Jet Array printer head is capable of printing 2.5 inches of copy (standard type-size of 10) on the outside of any stitched or perfect bound products.

Both DP&L systems will print the Intelligent Mail (IMb) barcode required for automation discounts, Permit information, Return Addresses and Special messages (as space provides).

IMPORTANT! The placement of the address block 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) and position of the copy in relationship to the spine (parallel or perpendicular) are all factors that must be taken into consideration and can be discussed with your Account Executive to meet USPS requirements.

Inkjet Requirements

Position *(relative to spine)*		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 15% 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 will be formatted by DP&L to include bag or bundle numbers for each label as well as visual markers to indicate pack or sack breaks.		

Mail List Requirements

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
Company Name (if applicable)
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 (do not spell out the state)
- Do not combine addresses and City, State Zip into same field
- Include ZIP codes. (Our software will check Zip codes against the National Database & make all corrections as necessary as long as all other address information is complete & correct)

Mailing List File Formats

It is important to make sure your mail list data file is properly formatted. This will shorten the turnaround time for your mailing and save you money by eliminating the need for our mail specialists to perform time-consuming alterations to your data. Once a file type/structure has been set, consistently submitting that structure each time a file is presented is key for quick and efficient processing.

While we have the ability to accept a variety of formats, the following are preferred:

• Tab Delimited Text (*.txt or *.tab)

• Comma Delimited Text (*.txt or *.csv)

• ASCII Fixed-length Text (*.txt or *.asc) [If the file is fixed width, please provide a record layout.]

• Microsoft Excel (*.xls or *.xlsx)

• dBase (*.dbf)

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

• 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 used (i.e., comma, tab, pipe)

• It is *recommended* that the file supplied is complete and requires no additional sorting/selectivity

• If advanced sorting/selectivity is required of the list, provide a "sort field" 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.