

Gooder Group Address Specifications

Address files must be received before issue deadline of 1st of month to be processed for that issue. To determine address quantity all new files will be standardized to be "postal ready" with duplicates removed. "Removed Address Report" available upon request. Presorting program will add Zip+4, carrier route and bar code during processing. Special "Database Doctor" services available for file triage (\$50/hour; 1-hour minimum) such as NCOA (National Change of Address).

Important To Know

- #1. Blank fields will be ignored.
- #2. Data printed as received.

EXCEL Is Best Format

EXCEL format is preferred. Other formats require "Database Doctor" (\$50/hour; 1-hour minimum): Comma Separated Value (.csv), Tab Delimited Text (.txt), Database (.dbf) and ACT!. We do not do data entry.

Tips About Names

Titles: *Mr, Mrs, Ms, Dr & Mrs, Rev, John & Mary, etc.* Use FullName1 field. Avoid titles in FirstName field. Do not use punctuation.

BASIC (6-Field EXCEL File)

Address

Street number, street name, apartment/suite all in one field.

City

City, State and Zip must be in separate fields.

State

Zip

	A	B	C	D	E	F
1	Firstname	Lastname	Address	City	State	Zip
2	John	Doe	123 Anywhere Ave, Ste 123	Yorktown	CA	555555
3	Joe Q.	Public	523 Somewhere St. Apt. 201	Springfield	MA	12345
4	Jane	Mason	456 NE Apple Ln	El Dorado	CA	65432
5	Tom	Jones	78945 Las Vegas Blvd	Reno	NV	32145

	A	B	C	D	E
1	Firstname	Lastname	Address	Split Address - Incorrect	Combined City, State, Zip - Incorrect
2	John	Doe	123 Anywhere Ave	Ste 123	Yorktown, CA 555555
3	Joe Q.	Public	523 Somewhere St.	Apt. 201	Springfield, MA 12345
4	Jane	Mason	456 NE	Apple Ln	El Dorado, CA 65432
5	Tom	Jones	78945	Las Vegas Blvd	Reno, NV 32145

Two Names: *Mary Jones & John Smith, etc.* Use FullName1 field (first line of address and FullName2 field (additional name on second line). Do not use "&" (ampersand) in FullName2 (second line).

Company Names: *John Doe, XYZ Company; Use FullName1 (John Doe) and FullName2 (XYZ Company); or, XYZ Company, Attn: John Doe: Use FullName1 (XYZ Company) and FullName2 (Attn: John Doe).*

Place Names: *CityCenter Towers, Glen Ellen Golf Estates, Executive Park Plaza, etc.* Use Address1 for place name, Address2 for mailing address.

Avoid Common Mistakes

Duplicate Data

Do not enter duplicate data in FirstName/LastName fields and FullName field. All duplicated data will appear in address.

Ready To Print

What you give us is what we print. We cannot edit your address file. Your addresses must be ready to print.

Split Address

Do not split the address into separate fields.

CityStateZip

Do not combine City, State and Zip into one field.

Generic Names: *The Smith Family, Neighbors At, To My Neighbors, Or Current Resident, etc.* Use FullName1 (if no personal name); or FullName2 if personal name (Example: *Mr & Mrs Joe Public* (FullName1), and *Or Current Resident* (FullName2)).

FLEXIBLE (11-Field EXCEL File)

Questions? E-mail Newsletters@GooderGroup.com or call (703) 698-7750 to speak to one of our customer service representatives.



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