

Proper Database Design

Your data file should be formatted following this example:

Max 65 characters					Max 50	Max 50	Max 50	Max 50	Max 24	Max 2	Max 9	Max 35	Max 50
prefix	first	mid	last	suff	company	title	delivery address	alt address	city	st	zip	country	campus
Mr	John	M	Doe	Jr	Apex Inc	V.P.	175 Main St	PO Box 2	Boston	MA	01201	country name spelled out in FULL for all international addresses	Campus mail and 5 college addresses must be unique
Full name in a single field is also acceptable but it destroys the integrity of locating duplicate records					It is acceptable to insert additional columns for Dept. Name or other user info for additional ID purposed		Field can also contain apt, unit or suite numbers						

Proper design and maintenance of your database will:

- Reduce postage costs
- Reduce mail preparation costs
- Improve delivery
- Improve results with higher read rates

Q. How do I go about correcting addresses in my database?

A. There are several tools available from Mail Services, many at no charge, that offer address update and correction resources. Depending on the age and condition of your database, postal rules may require a mandatory "Move Update" be performed. Please call Charlie Apicella at 7-1149 for information.

Tips for successful database management-

- Have written guidelines and standards for data entry that all employees follow
- Keep one master list- do not use secondary or shadow lists
- Aggressively pursue address updates and make corrections promptly
- Request a list of bad addresses whenever you send a mailing
- Call Mail Services at 5-2010 or 5-2488 for database consultation and advise

Remember- your mailing is only as good as the quality of your addresses

"An address is not like wine—it does not get better with age" anonymous