Proper Database Design

Your data file should be formatted following this example:

<table>
<thead>
<tr>
<th>prefix</th>
<th>first</th>
<th>mid</th>
<th>last</th>
<th>suffix</th>
<th>company</th>
<th>title</th>
<th>delivery address</th>
<th>alt address</th>
<th>city</th>
<th>st</th>
<th>zip</th>
<th>country</th>
<th>campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr</td>
<td>John</td>
<td>M</td>
<td>Doe</td>
<td>Jr</td>
<td>Apex Inc</td>
<td>V.P.</td>
<td>175 Main St</td>
<td>PO Box 2</td>
<td>Boston</td>
<td>MA</td>
<td>01201</td>
<td>country spelled out in FULL for all international addresses</td>
<td>Campus mail and 5 college addresses must be unique</td>
</tr>
</tbody>
</table>

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.

Proper design and maintenance of your database will:

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

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

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.

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