

Preparing Your Mailing List

It is very important to provide a clean and accurate mailing list. By following the tips below you will save time and money on your next direct mail project at Disc Makers.

❖ DO's

1. Please provide complete and accurate data. Be sure to have complete mailing information for each name listed (i.e. Name and/or Company, Street Address, City, State, Zip Code, Country).
2. Mailing information should be formatted into columns (See the Sample Mailing List document).
3. If there is more than one street address (i.e. 20 Smith St PO Box 843) - use a separate column for each address provided (See the Sample Mailing List document). Be sure to list the main street address in the column marked "Address 1"
4. Please provide only the information you want to be printed on the address label. Sending in a mailing list with extra columns of information (i.e. phone numbers, email addresses, etc) can lead to delays in processing the mailing list.

❖ DON'T's

1. Don't format mailing information by rows (For correct formatting, see the Sample Mailing List document).
2. Don't use return characters within a cell. Use a separate column for each category of mailing information. Do not wrap cells.
3. For international countries (international countries include Canada & Mexico) - don't use abbreviations for Country Name. Example: UK should be typed out: United Kingdom

❖ NOTES

The standard size space used for mailing information is 2" x 4". This space is used for the return address (if it is not pre-printed on the piece), the indicia and the mailing information that you supply. You can have more mailing information on your label than what is listed above. For example, you can have a Title, Department, ID Code or any other information that is pertinent to your mailing. However, please be selective as to the amount of information you provide because space is limited.

If you are mailing to international countries, you may want to decrease your categories of information to just the basics. International addresses have a larger amount of information and more space is needed for proper mailing.

* A minimum of 200 addresses (not including international) is needed to qualify for standard mail rates.

* A minimum of 500 addresses (not including international) is needed to qualify for presort 1st class rates.

- ❖ **A Mailing List Worksheet is provided for you to create your mailing list. Headers have been included (you may add or delete any headers that are necessary to your mailing).**