

MAILERS⁺4[®]



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For the latest copy of this reference guide, visit <http://www.MelissaData.com/tech/mailers+4.htm>

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Dear Mailer:

I would like to take this opportunity to introduce you to Melissa Data Corporation. We specialize in direct marketing software, list enhancement services, and mailing lists. Since 1985 we have been helping mail order companies, direct marketers, mailing list brokers, and other businesses and professionals cut the high costs associated with mailings, improve their customer service, and streamline their database management.

Melissa Data Corporation began by marketing demographic, nutrition, financial, and ZIP Code databases for the PC environment. Responding to customer demand, our company has focused on direct marketing software since 1989. Since the introduction of MAILERS+4, we have continued to expand into an even broader market. MAILERS+4 allows businesses of all sizes to access and use information previously available only on mainframe computers.

Although MAILERS+4 is a powerful and effective mail automation tool, many of you enjoy the convenience of processing your lists through our Data Enhancement Services. You can easily access these through the Services menu in MAILERS+4.

Melissa Data products are designed to reduce your postage and printing expenses by up to 65 percent. Whether you send 500 pieces of mail or have a bustling mail room, the products and services of Melissa Data Corporation will save you time and money. We provide one-stop-shopping for all your direct marketing and bulk mailing needs.

Your feedback is always important to me. Please don't hesitate to e-mail your comments or suggestions to ray@MelissaData.com. I look forward to hearing from you.

Best Wishes,

A handwritten signature in black ink, appearing to read "Ray Melissa". The signature is fluid and cursive, with a long horizontal stroke at the end.

Raymond F. Melissa

President

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1

Introduction

Thank you for purchasing MAILERS+4!

This easy-to-use desktop program is designed to help you prepare a mailing for maximum postal discounts and efficient postal processing and delivery. Whether you are mailing First-Class Mail®, Standard Mail™, or Periodical Mail, you will be able to move quickly and smoothly through the program using the friendly interface.

MAILERS+4 takes the guesswork out of every step required to prepare a discounted mailing for the U. S. Postal Service®, from verifying and standardizing addresses, eliminating duplicates, and presorting for the lowest postage rates, to printing out your labels, tags, and postal forms.

This powerful program includes all the tools you need to automate efficient mail operations for the greatest direct-mail savings. It also provides unique, built-in direct marketing and data management tools that enable you to increase your response rates and maximize your return on investment.

You can also benefit from the included ListWare software that automatically submits your file directly to Melissa Data for a variety of Data Enhancement Services. You'll find data enhancement processing available at your fingertips for NCOA^{Link™}, phone and address append, Standard Industrial Classification (SIC) append, walk sequence append, and more.

Melissa Data Corporation has been serving direct mail professionals since 1985. We are confident you will find MAILERS+4 an indispensable tool for achieving the highest level of data quality for your contact information, reducing your postage and production costs, and maintaining an efficient,

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productive database for optimum delivery and response rates. We welcome you to the Melissa Data family.

ADD-ON OPTIONS

The following optional add-ons are available for use with MAILERS+4 to help you meet your direct mailing and data management goals:

- **Canadian Addresser** — Verify the Canadian addresses in your mailing lists and print out labels standardized to Canada Post requirements.
- **GeoCoder** — GeoCoder enhances your marketing efforts by appending more accurate Latitude & Longitude Coordinates, Census Tract, Block Numbers, FIPS Codes, and County Names to the records in your mailing list.
- **RBDI** — RBDI is a data quality solution that helps shippers minimize parcel shipping costs by verifying the address delivery type as either business or residential. RBDI is also valuable to real estate and property management agencies by identifying a property type when only the address is available.

LIST SERVICES

Melissa Data can assist you in finding leads for direct marketing purposes, regardless of if your target market is business or residential. Simply specify the type of businesses and/or neighborhoods you would like to saturate, and we'll provide you with a perfect list. You can order lists online directly from within the MAILERS+4 software using the **Internet** menu or by going to <http://www.MelissaData.com/lists.html>.

USPS[®] COMPLIANCE

CASS[™] Certification (Form 3553)

CASS (The USPS Certification Process for ZIP + 4 Matching Software) was developed by the USPS to ensure the accuracy of ZIP + 4[®], 5-digit ZIP, and Carrier Route codes on mail pieces. It provides a common system for measuring the quality of address matching and code assignment. In order to qualify for USPS automation discounts, your mailing lists must be processed with software that is CASS Certified[™]. In addition, the data used to process the mailing must be current, and the mailing must be accompanied by Form 3553 (or a USPS approved facsimile). MAILERS+4 provides you with all of these requirements. CASS Certification denotes the following:

- The MAILERS+4 Address Check feature meets USPS requirements.

- All information in the database is updated bimonthly to include the latest USPS data.
- All the information required for CASS Certification is captured during list processing. Printing a legal facsimile of the form is a standard option of the program.

PAVE Certification

PAVE™ is a USPS program for measuring presort accuracy. MAILERS+4 is PAVE Gold certified by the USPS. The PAVE program is used by the USPS to evaluate and validate presort software products developed by software and hardware developers. For more information on our PAVE certification, go to <http://www.MelissaData.com/pave.htm>.

Updates

MAILERS+4 is updated six times a year with new ZIP Code™ data provided by the USPS. These updates are important because the USPS requires that ZIP + 4, ZIP + 4 barcodes and Carrier Route codes are updated on a regular basis with software that includes current USPS address and ZIP Code data. Check with your local Post Office or the latest DMM® for the current USPS requirements.

Due to USPS licensing regulations, MAILERS+4 will disable the appending of +4 data and display a warning before printing CASS Certification forms approximately 105 days after the initial MAILERS+4 distribution date (three months beyond this distribution date and extending to the end of the third month). You will not be able to add +4 codes to a mailing list after the expiration period is reached. However, MAILERS+4 will still allow you to check your list, correct and standardize street names, correct the 5-digit ZIP Codes, and add Carrier Routes, for another year. The **About MAILERS+4** screen (accessible from the **Help** menu) displays the expiration date and the number of days until expiration.

MAILERS+4 also automatically checks for program updates when the programs starts. If a new update is detected, MAILERS+4 will display a message box giving you the option of downloading and applying the update before continuing. You can disable the automatic updates in the System Options. See **Program Options Tab** on page 33 for more information.

PROGRAM FEATURES

Following are just some of the features that are included in your MAILERS+4 software.

Address Check

Address Check verifies addresses using data contained in the National, Canadian (with the Canadian Addresser add-on), and/or Regional data files.

- **DPV** — Using DPV data, MAILERS+4 will verify addresses down to the suite level.

- **LACS^{Link}** — Addresses that have undergone Rural Route conversion will be updated to the standard street-style addresses.
- **Suite^{Link}** — MAILERS+4 will also append suite information to business addresses when these are found in the Suite^{Link} database.
- **AddressPlus** — With AddressPlus, MAILERS+4 goes beyond Suite^{Link} by appending missing secondary address information to millions of business and residential addresses.
- **eLOT** — Use eLOT to prepare Enhanced Carrier Route Basic, Standard, and Periodicals mailings. You can sort Enhanced Carrier Route mailings to closely match the actual delivery sequence and qualify for Enhanced Carrier Route Presort discounts.

Once an address is verified, Address Check can standardize it to USPS and/or Canadian requirements and append up-to-date information, such as ZIP + 4, Carrier Route, and Delivery Point codes.

Duplicate Check

MAILERS+4 can save you money on printing and postage by eliminating duplicate records in your list. Duplicate Check can locate records with duplicate names and addresses, determine if you are mailing to more than one person at the same address, and even match sound-a-likes, nicknames, initials and abbreviations. You can also check for duplicates by phone number, or name and phone number combinations.

Presort

Presorting is a procedure that allows the USPS to work faster and more efficiently. When you presort your mail, you are eliminating the need for the Post Office™ to do so. The savings to the Post Office in labor and resources are passed back to you, the mailer, in the form of lower postage rates for presorted mail.

Label Printing

You can print mailing labels, envelopes, and container tags directly from MAILERS+4. This feature lets you design your own label layout using fields from your mailing list. You can also add additional text, which will appear on all your labels (for example, an ad, reminder, and so on). When finished, you can save the label layout for future mailings. This feature also allows you to select the order in which to print the labels. You can print labels in record, presort, or ZIP Code order. In addition, Separator Label options are available when printing in presort order, allowing you to choose how MAILERS+4 will indicate a change in container numbers.

Reports

The report generator in MAILERS+4 not only helps you create documentation required by the USPS when you submit automated and presorted mailings, it also provides additional reports to help you with marketing decisions and list acquisition.

Adding Data to Your List

MAILERS+4 can add valuable data to your list. This data can save you money on postage, speed mail delivery, and provide valuable demographic and marketing information. See **Adding Fields to a List** on page 134 to view the information MAILERS+4 can add to your list.

Tally

The Tally feature counts the number of records in your mailing list by ZIP Code, County, Sectional Center Facility (SCF), Carrier Route (CRRT), State, and/or Network Distribution Center (NDC). Once a count is made, Tally calculates the percentage of each, sorts the results in descending order, and outputs a record count results report with a summary line at the bottom. This can help you decide which presort discounts you may qualify for. You can view the Tally report online, print it out, or save it as a text file.

Database Management

The Database Manager lets you perform common database management tasks within MAILERS+4. It works with mailing lists in dBase format to create new mailing list structures, modify fields in your list, copy list structures, import/export data, delete/recall or pack out records, and browse and edit records in your list. The Filter option allows you to set up criteria with which to include or exclude records during database management tasks.

Data Entry

You can add new records to existing lists using the Data Entry feature in MAILERS+4. This feature allows you to create a list layout and design the data entry screen that will be used for inputting your data. The Data Entry feature can also check the accuracy of the data as it is entered.

Mail Merge+

With Mail Merge+, you can give your mailings that personal touch by adding mailing list field data, logos, date fields, and signatures to your mailing correspondence. It also enables you to create and insert graphics using your existing graphics applications.

Services

MAILERS+4 includes a copy of Melissa Data's free ListWare software for sending your mailing lists to our Data Enhancement Services division. Simply select the service you want from the Services menu in MAILERS+4, and the program will close your file and load it into ListWare at the correct order screen.

For detailed information on using ListWare to prepare and send your lists to Melissa Data, see the ListWare help page at <http://www.melissadata.com/lw/help/lwHelp.htm> or simply press the F1 key after starting ListWare.

SYSTEM REQUIREMENTS

MAILERS+4 and most of its add-ons come on a single DVD-ROM. Canadian Addresser is downloaded separately.

MAILERS+4 requires the following system configuration:

- Microsoft® Windows 7® or newer
- Minimum 3.9 gigabytes of free hard disk space
- Minimum 256 megabytes of RAM
- DVD-ROM drive

If you have purchased additional options you will need the following additional free hard disk space:

- Canadian Addresser: 200 megabytes.
- GeoCoder: 500 megabytes.
- RBDI: 400 megabytes.

2

Installing MAILERS+4

Your MAILERS+4 package contains one DVD-ROM.

The DVD contains the program and data files for MAILERS+4, along with an electronic User's Guide. During the installation process, MAILERS+4 is copied to your hard drive. Before installation, check your computer and find out what resources you have free.

When purchasing MAILERS+4, you have the following versions to choose from:

- **Regular** (Standard or Professional) — The regular version is installed on a single workstation.
- **Server** (Professional) — The server version is first installed onto a server, then onto workstations connected to the server.

Regular Installation

1. Make sure all software programs are closed. This includes disabling all anti-virus programs as they can cause the install to fail to register critical dll's that Mailers+4 needs to run.
2. Place the MAILERS+4 DVD in your DVD-ROM drive.
3. Click the **Start** button and select **Run** from the pop-up menu. The **Run** dialog box opens.
4. Type your DVD drive letter followed by : \SETUP.EXE in the Command Line box. (e.g., D:\SETUP.EXE). After typing the path, click OK.
5. Follow the on-screen instructions to complete the installation. The following fields must be completed:

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The DVD contains the program and data files for MAILERS+4, along with an electronic User's Guide. During the installation process, MAILERS+4 is copied to your hard drive. Before installation, check your computer and find out what resources you have free.	7
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- **Welcome** — Click Next to continue with the installation, or Cancel to exit.
 - **License Agreement** — Your single-user License Agreement will display before any part of the program is installed. Click Yes if you accept all the terms of this agreement, or No if you do not. To proceed with the MAILERS+4 installation, you must accept this agreement.
 - **Licensing Information** — Use this screen to enter the license code for the RBDI add-on feature you have purchased with MAILERS+4. To add this feature, enter the license code in the box and click Add. The RBDI will be added to the list of features to be installed.
 - **Choose Destination Location** — Type the drive and directory where you wish to copy the MAILERS+4 files. For new users, the default directory is C:\Program Files\Melissa Data\MAILERS+4. For existing users, the default directory is the directory to which MAILERS+4 was previously installed. Click Browse to choose a different directory or Next to accept the directory shown.
 - **Select Start Menu Folder** — Choose the program folder to which you would like to add MAILERS+4 program icons. To create a new folder, enter a name for the folder in the Program Folders field.
 - **Select Additional Task** — Choose if you would like to have a shortcut to Mailers+4 created on your desktop.
 - **Ready To Install** — This confirms the destination location, the start menu folder, and if you want a desktop shortcut to Mailers+4.
6. MAILERS+4 will begin installation. After you have completed the installation process, reboot your computer before running MAILERS+4.

If you want to keep the old Mp4auto.ini file, move it out of the Mailers folder before installing the new version.

When repeating an installation or updating the program, MAILERS+4 will remember the directory of your previous installation.

Server Installation

If you purchased the server version of MAILERS+4, you have the option of installing it to a network. Begin with a server installation to the network drive and finish at each work station with a small install off the server. This will allow MAILERS+4 to run smoothly by registering the required dll's on the client computer.

RUNNING MAILERS+4

To run MAILERS+4, click the **Start** button, and then point to **Programs**. Point to the MAILERS folder, and then click MAILERS+4.

UNINSTALLING MAILERS+4

To remove MAILERS+4 from your computer, click the **Start** button, point to Settings, and then click Control Panel. When the Control Panel opens, double-click the Add/Remove Programs icon, and then select MAILERS+4. Click the Change or Remove icon to finish the uninstall process.

INSTALLING CANADIAN ADDRESSER

Before you can use MAILERS+4 to verify Canadian addresses, you need to purchase a subscription for the Canadian Addresser Add-on. Call 1-800-MELISSA to speak to your sales representative.

After you have purchased the add-on subscription, you will be issued a customer number that you will use to activate the Canadian Addresser and download the data files.

Downloading the Canadian Data Files

The Canadian Addresser data files are updated monthly. If you attempt to verify Canadian address with an expired database, MAILERS+4 will alert you to download the updated files.

1. Open your database.
2. Click the List menu and select Canadian Addresser Add-On.

- MAILERS+4 displays the Canadian Addresser dialog.



The dialog box is titled "Canadian Address Verification" and features a Canadian flag icon. The text inside explains that Canadian Addresser enables MAILERS+4 to validate Canadian addresses concurrently with U.S. addresses and that labels will be standardized to Canada Post format. It includes a red banner with the phone number 1-800-800-6245 to order MAILERS+4 Canadian Addresser today. Below this is a blue hyperlink for more information. The main instruction states that to download Canadian Addresser, the user must enter their User Identification number and click on Download. There is a text input field for the User ID and two buttons: "Download" and "Cancel".

Canadian Address Verification

Canadian Addresser enables MAILERS+4 to validate Canadian addresses concurrently with U.S. addresses. Labels will be standardized to Canada Post format.

Call 1-800-800-6245 to order MAILERS+4 Canadian Addresser today!

[For more information, click here](#)

To download Canadian Addresser, enter your User Identification number and click on Download.

User ID:

- If this is the first time downloading the Canadian Addresser file, you will need to enter your User Id. Your user id can be found on your invoice, on the sticker on you Mailers+4 disk, or you can call your sales representative for the number. MAILERS+4 will remember this information for subsequent downloads.
- Click **Download**.
- MAILERS+4 will download and install the most recent Canadian data files.

3

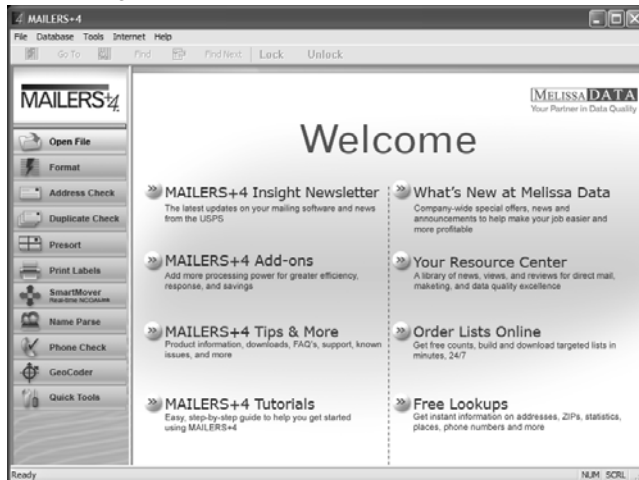
Starting MAILERS+4

To open MAILERS+4:

1. Click the **Start** button.
2. Click **All Programs**.
3. Select the **MAILERS** folder and click **MAILERS+4**.

MAILERS+4 has a new, streamlined interface that makes it easier to access all of the features in the program.

Upon opening, MAILERS+4 presents with a splash screen showing links to helpful areas on the Melissa Data website.



MAILERS+4 Splash Screen

For more information on opening files in MAILERS+4, see the next chapter, starting on page 15.

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When a database file is open, MAILERS+4 enables the sidebar, a vertical row of buttons down the left side of the MAILERS+4 screen. Use these buttons to access the major features of the program.

THE MAILERS+4 SIDEBAR

Use these buttons to access the following features of MAILERS+4.



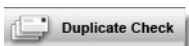
The **Open File** button displays a standard Windows open file dialog to open a new database or a previously saved MAILERS+4 setup. When no file is open, this is the only button available. See chapter 4, **Opening a Mailing List**, on page 15 for more information.



The **Format** button displays the format screen, which allows you to match field names in your mailing list to data types in MAILERS+4. See chapter 5, **Formatting Lists**, on page 23 for more information.



Address Check displays the options for verifying the addresses in your mailing list and appending ZIP + 4® information using MAILERS+4's CASS Certified™ technology. See chapter 7, **Checking Addresses**, on page 37 for more information.



Duplicate Check displays the options for flagging and removing redundant records in your mailing list. See chapter 8, **Checking for Duplicates**, on page 57 for more information.



Presort displays the options for selecting the right sortation method for your mailing list to securing the best possible postage rates. See chapter 9, **Presorting a List**, on page 65 for more information.



Print Labels generates mailing labels from your verified, de-duped and presorted mailing list. You have the option of using either POSTNET barcodes or the new Intelligent Mail® barcodes. See chapter 10, **Printing Labels**, on page 89 for more information.



SmartMover uploads your database for real-time NCOALink® processing. See chapter 23, **SmartMover™**, on page 185 for more information.



Name Parse splits full names into their first, middle and last names, along with prefixes and suffixes. It can also determine gender for many first names. See chapter 13, **Name Parse**, on page 119 for more information.



Phone Check can verify that the exchange portion of a phone number is a valid one for the area code and that the area code is actually located in the associated ZIP Code™. If the area code has changed due to a recent area code split, MAILERS+4 can provide the updated information. See chapter 12, **Phone Check**, on page 113 for more information.



GeoCoder provides geographic data (longitude and latitude) and census information based on a valid ZIP + 4. See chapter 22, **GeoCoder**, on page 183 for more information.



Quick Tools provides access to four of MAILERS+4 useful tools.

- **Tally** counts the number of records in your mailing list by Carrier Route, ZIP Code, County, Sectional Center Facility (SCF), State, and/or Network Distribution Center (NDC). See chapter 14, **Tally**, on page 123 for more information.
 - **Records in Radius** tells you how many records in your mailing list are located within a given range from a central ZIP Code. See chapter 15, **ZIPs/Records in Radius**, on page 127 for more information.
 - **Export Street Address** outputs the contents of the MAILERS+4 street data file in dBase, fixed-length (text), or comma-delimited format.
 - **ZIPs in Radius** will report all the ZIP Codes located within a user-defined radius of a given ZIP Code. See chapter 15, **ZIPs/Records in Radius**, on page 127 for more information.
-

4

Opening a Mailing List

MAILERS+4 works with the following file types:

- dBase (.dbf)
- Fixed-length (.txt)
- Comma-delimited (.csv)
- Microsoft Access (.mdb)
- Microsoft Excel (.xls)

MAILERS+4 has the ability to open mailing lists with various file formats. If your list is in a comma-delimited format, MAILERS+4 will prompt you to convert it to a dBase file. When you finish with MAILERS+4, your comma-delimited list can be restored to its original format using the Export feature. If your database program uses a different format than these file types, you will need to export your list as an ASCII or dBase file. Check your software package's manual for instructions.

OPENING YOUR MAILING LIST

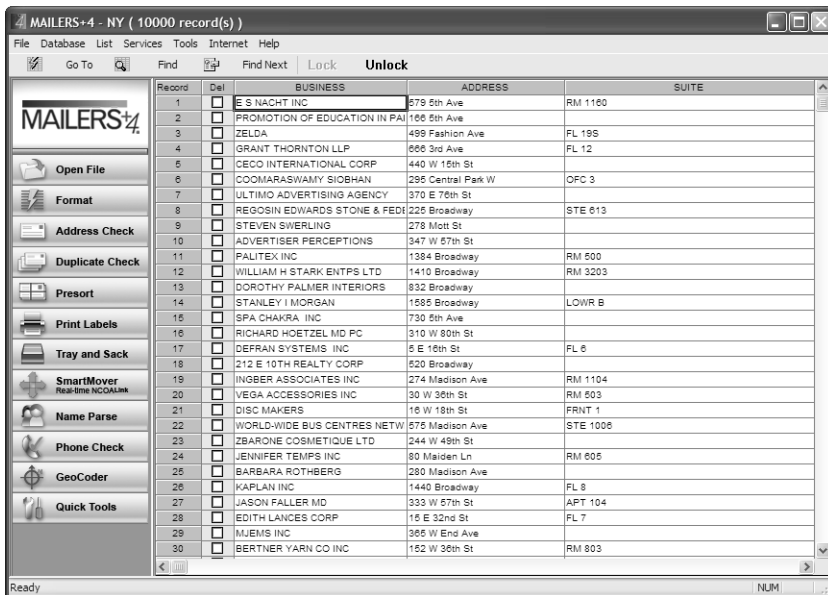
1. Start MAILERS+4.
2. There are multiple ways to open a file in MAILERS+4.
 - Click the **Open File** button at the top of the sidebar on the left side of the MAILERS+4 screen.



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- If you have worked with MAILERS+4 before, a list of recently opened files is displayed at the bottom of the **File** menu. Select a file name with your mouse to open it.
 - To open a new file or one not found at the bottom of the **File** menu, choose **Open**. The **Open File** dialog box opens. Locate or type the name of the file you wish to open. For more information, consult your Microsoft Windows documentation.
 - Previously opened files also have an MS4 file name which can be double-clicked in Windows Explorer to open MAILERS+4 and load the file.
3. If your file is in comma-delimited format, the program will ask if you want to convert it to dBase. Click **Yes** to perform the conversion and load your list, or **No** to cancel and leave the file in its original format.
 4. MAILERS+4 opens the selected file in the browse window, which displays the fields in your records in spreadsheet format, allowing you to view a number of records at once. The name of your list appears in a colored header at the top of the MAILERS+4 screen.



MAILERS+4 with an open database in Browse mode

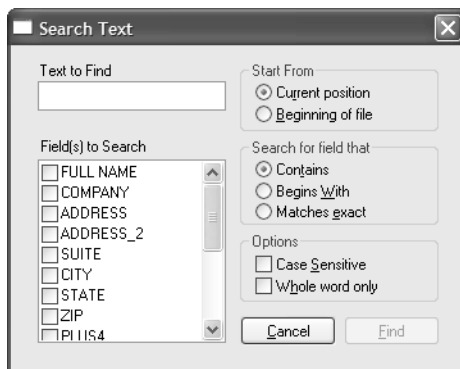
5. When you finish with a list, click **Close** to exit the active list

BROWSING RECORDS

When a file is open in MAILERS+4, you can view and edit records using the Browse controls. You can use your mouse or arrow keys to move between fields in the **Browse** screen. Fields in the browse window can be resized by moving your cursor over a field border (in the title bar) and dragging it to the desired size when your cursor changes to the resize symbol.

- **Go To** — The **Go To** button moves you to a chosen record, which can be useful with long lists. Once you have clicked **Go To**, you will be asked to enter the row number you want to go to. Row numbers appear to the left of records in the **Browse** screen. The default **Go To** number will be the last record in your list.
- **Find** and **Find Next** — The **Find** button opens the **Search Text** dialog box. This dialog box can be configured to search any field in your list for a desired text entry. Simply type the text for your search in the **Text to Find** field. In the **Field(s) to Search** box, select the desired search fields. Use the **Start From**, **Search for field that**, and **Options** boxes to specify the remaining parameters of your search. Click **Find** to begin your search or **Cancel** to abort and return to the **Browse** screen. If you click **Find**, the first field containing your search text will be highlighted in the **Browse** screen. To continue searching, click **Find Next**.

Find and **Find Next** only work on fields that have been formatted using the **Format** screen. See **Formatting Lists** on page 23.



The Search Text dialog box

You can configure MAILERS+4 to automatically opening **Format** screen upon opening a new data file and even automatically format common fields. See **System Options** on page 30.

Editing Field Data

By default, the database is locked when it is opened in MAILERS+4, meaning that records cannot be altered from the Browse screen. To modify field data, click the **Unlock** button.

1. In the **Browse** screen, move the cursor to the field you want to edit.
2. Type in the new data. The contents of the field will be cleared when you begin typing. Press ESC to restore the original contents if you have not moved to another field.
3. When you are finished editing, use the mouse or keyboard arrow buttons to move to another field.

Cutting and Copying Field Data

You can easily cut and copy field data in MAILERS+4. Press **CTRL+Z** to undo a cut, copy, or paste. Data will be cut off if you copy it into a field that is too short.

Copying Entire Records

1. Select the row number of the record you want to copy by clicking on it with your left mouse button.
2. Press **CTRL+C** to copy.
3. Select the row number of the record you want to replace by clicking on it with your left mouse button.
4. Press **CTRL+V** to paste.

Cutting and Pasting Individual Cells

1. Select the cell you want to cut by clicking and dragging across it while holding down your left mouse button.
2. Press **CTRL+X** to cut.
3. Select the cell you want to replace by clicking and dragging across it while holding down your left mouse button.
4. Press **CTRL+V** to paste.

Copying Data between Cells

1. Select the cell you want to copy by clicking and dragging across it while holding down your left mouse button.
2. Press **CTRL+C** to copy.
3. Select the cell you want to paste to by clicking on it with your left mouse button.
4. Press **CTRL+V** to paste.

Marking and Unmarking Records for Deletion

The check boxes in front of records in a dBase list are **Delete** (del) check boxes. They are used to indicate whether or not a record has been marked for deletion. If a box contains an "x," then that record has been marked for deletion.

To mark or unmark a record for deletion, click the left mouse button on a record's **Delete** check box to select the box. Press the spacebar to toggle the delete mark on and off.

FILTERING RECORDS

Use Filter to specify the range of records you wish to process. To filter your records, select **Database > Filter**. The **Filter** dialog box opens.

Filters allow you to set up certain criteria with which to either include or exclude records from being part of your MAILERS+4 operation.

Record Count
Count
Total:

Filter Status
☒ Filter On ☐ Filter Off

Fields

Field	Operator	Value
ADDRESS	< (Less Than)	
ADDRESS ERROR	<= (Less/Equal)	
ADDRESS_2	<> (Not Equal)	
CITY	= (Equal)	
COMPANY	> (Greater Than)	
DELETED RECORD	>= (Greater/Equal)	

☐ Match Whole Word
☒ And ☐ Or

Add Filter
Edit Filter
Delete Filter

Active Filters
ADDRESS ERROR < S
AND ADDRESS ERROR < X
AND ADDRESS ERROR < R
AND PHONE ERROR < M

Restore Last Cancel OK

Filtering records

To specify a record or range of records for processing, click **Filter On** to enable filtering. In the **Field** window, you will see all the formatted fields in your list, along with a few additional ones (these additional fields can be filtered by formatting them using the 10 optional fields available on the **Address Check — Format** tab). Click on the field you wish to use as the basis for your filtering operation. It will be highlighted in the **Field** window.

To choose the mathematical filtering parameters MAILERS+4 will use to filter your list, use the **Operator** window to select the "Operator" that describes the filtering process you wish to perform. It will be highlighted in the **Operator** window.

Filter Status

- **Filter On** — Enables the filtering of records within individual program functions
- **Filter Off** — Disables the filtering of records without changing your current filter settings

Filter Operators

- **Less Than** will collect all records that are alphabetically or numerically less than the value specified in the Value box (for example, ZIP < "20000" will include records that have ZIP Codes between "00000" and "19999" and Name < "Phil" will include records that have names beginning with "A" through "Phik").
- **Less/Equal** will collect records in the same way as "Less Than," however, it also includes the value specified in the Value box (for example, ZIP < "20000" will cover records between "00000" and "20000" and Name < "Phil" will cover records from "A" through "Phil").
- **Not Equal** will collect all records where this condition is met (for example, State <> "TX" will include all records except the ones located in Texas).
- **Equal** will collect all records where this condition is met (for example, State = "TX" will only include records that are located in Texas).
- **Greater Than** will collect all records by reversing the approach of the "Less Than" parameter (for example, ZIP > "20000" will include records that have ZIP Codes between "20001" and the number of the last record in your list and Name > "Phil" will include records that have names beginning with "Phim" through "Z").
- **Greater/Equal** will collect all records in the same way as "Greater Than," however, it also includes the value specified in the **Value** box (for example, ZIP > "20000" will cover records from "20000" to the last record in your list and Name > "Phil" will cover records from "Phil" through "Z").
- **Contains** will collect all records containing a specified sub-string (for example, Company Contains "Accounting" will include all records with a company name field that contains the word "Accounting").
- **Is Blank** will collect all records with a designated blank field (for example, Company Is Blank will include all records with an empty company name field).

After you have chosen a field to use as the filter target and an operator to perform the filtering operation, use the **Value** box to enter the value you want to compare to the target field of records in your list (for example, in the expression ZIP = "20000," ZIP is the target field, = is the operator and "20000" is the value). If you only want records to be filtered when the target field has the same length as the value it is compared to, select the **Match Whole Word** check box (for example, Name = "Phillip" will only produce a match if the formatted field contains "Phillip." A variation such as "Phil" will be ignored).

Custom filters can be created by using the **And** and **Or** radio buttons to define the relationship between two or more operators.

- When **And** is used to combine several filter operators, every filter expression must be true before a record is matched and included in the filtering selection.
- When **Or** is used for the same purpose, the record is matched and included in the filtering selection if one or more filter expressions are found to be true.
- If both **And** and **Or** are used to create a custom filter by combining filter operators, **Or** is evaluated before **And** (for example, City = "Laguna" or City = "Irvine" and State = "CA").

Click **Add Filter** when you are ready to combine your selections in the **Field** and **Operator** boxes with your entry in the **Value** box. A new filter will be created and will appear in the **Active Filters** box (the **Active Filters** box displays the filtering parameters that are currently in use). If you choose to create a custom filter by combining several active filters, make sure that **And/Or** is set to create the desired filter expression.

You can modify your filters using the **Edit Filter** button by selecting them in the **Active Filters** box and changing settings that appear in the **Field**, **Operator**, and **Value** boxes. Click **Edit Filter** to keep the new settings. To remove a selected filter from the Active Filters window and MAILERS+4, click **Delete Filter**.

The Record Count function lets you tabulate all the records in your list and see how many match the filter criteria. The results of your Record Count will be displayed in the **Total** box. You can use the Record Count function by clicking on the **Count** button.

To undo your active filter settings and revert to the previous active filter, click **Restore Last**. You can exit the **Filter** dialog box and return to the main screen without saving your settings by clicking **Cancel**. When you have finished defining your active filters, click **OK** to save your settings and return to the main screen. These filters can now be selected in MAILERS+4 features and used to process specific records in your list.

Filter Examples

- Deleted Record = "False" (excludes deleted records from your filtering selection)
- Record Number <= "500" (includes records 1 to 500 in your filtering selection)
- City = "Laguna" or City = "Irvine" and State = "CA" (includes all California records in your filtering selection that have Laguna or Irvine city locations)
- ZIP <> "926" with Match Whole Word unchecked (excludes records in an SCF from your filtering selection)

FORMATTING YOUR LIST

If this is the first time you are using a particular list with MAILERS+4, you need to format the fields in the list so the program can read and use the data properly. The formatting process is discussed in **Formatting Lists** on page 23. If your list has already been formatted in MAILERS+4, you can skip formatting and begin using the program features immediately.

EXPORTING YOUR FILE

MAILERS+4 automatically saves all changes you make to your mailing list before closing. For more information on moving lists in and out of MAILERS+4, see **Database Management** on page 137.

HAVING TROUBLE?

If you experience problems opening a file in MAILERS+4, you may be using a file type that can't be recognized by the program. See **Common Data File Questions** on page 234 for more information.

5

Formatting Lists

FORMATTING A LIST

Formatting a list is the process of matching or mapping the fields in your list to their corresponding MAILERS+4 field names. For example, if your list contains the following fields:

NAME
STREET
CITY
STATE
ZIP
TEL

Then during formatting you would match them to the following MAILERS+4 fields:

Your List	MAILERS+4 Fields
NAME	FULL NAME
STREET	ADDRESS
CITY	CITY
STATE	STATE
ZIP	ZIP
TEL	PHONE NUMBER

Formatting a list enables MAILERS+4 to recognize the fields in a mailing list. Files must be formatted before MAILERS+4 can run them. If you are not sure whether a file has been formatted, that's alright. MAILERS+4 won't let you perform any functions on a file that it cannot read properly.

In this chapter...

Formatting a List	23
Formatting dBase Lists	24
Formatting ASCII Fixed-Length Lists	28

If you do experience problems running a MAILERS+4 feature on your list, check for errors in your formatting, and then run that feature again.

The process for formatting dBase Lists and ASCII Fixed-Length Lists differ slightly. Therefore, make sure you know what type of file you are working with before you begin. Once you have formatted your list, you can begin using the program features.

For best results, the only NUMERIC fields you should format for use with MAILERS+4 are Latitude and Longitude fields.

FORMATTING dBASE LISTS

The easiest and quickest way to format a dBase (*.dbf) list is to use the Auto Format function. Auto Format does just what the name implies: MAILERS+4 searches through your list fields and automatically assigns them to the corresponding MAILERS+4 fields.

Using Auto Format

1. Select **File > Format Fields**. The **Format Fields** dialog box opens.

Record Number: 1

Format Name	Length	Name	Data
COMPANY	100	BUSINES	
FIRST NAME	50	FNAME	ALVIN & ETHEL
MIDDLE NAME	20	MI	
LAST NAME	50	LNAME	BURGESS
ADDRESS	100	ADDRESS	2010 VENETIAN DR
SUITE	15	SUITE	
CITY	28	CITY	STOCKTON
STATE	2	STATE	CA

Format Options

<input checked="" type="checkbox"/> Company	<input checked="" type="checkbox"/> City	<input checked="" type="checkbox"/> Plus 4	<input type="checkbox"/> DPB Check Digit	<input type="checkbox"/> Full Name	<input type="checkbox"/> County FIPS
<input checked="" type="checkbox"/> Delivery Address	<input checked="" type="checkbox"/> State	<input type="checkbox"/> Address 2	<input type="checkbox"/> CBRT	<input checked="" type="checkbox"/> Last Name	<input type="checkbox"/> County Name
<input checked="" type="checkbox"/> Suite	<input checked="" type="checkbox"/> ZIP	<input type="checkbox"/> Address Error	<input type="checkbox"/> Urbanization	<input checked="" type="checkbox"/> First Name	<input type="checkbox"/> LOT Number
<input type="checkbox"/> Private Mailbox	<input type="checkbox"/> City/St/ZIP	<input type="checkbox"/> Delivery Point	<input type="checkbox"/> LACS	<input type="checkbox"/> ZIP+4/DPB	<input type="checkbox"/> LOT Order
<input type="checkbox"/> CMRA	<input type="checkbox"/> LACSLink Return Code				

Auto Format Copy Advanced... OK Cancel

The Master Format screen

The **Format Fields** dialog box initially displays the first record in your list.

- The **Format Name** column shows the fields selected for formatting in the **Format Options** section below
- The **Length** column shows their lengths

- The **Name** column shows the names of each field in your list
- The **Data** column shows the data contained in each field of your file

Use the PAGE UP/PAGE DOWN keys to view other records in your list.

2. Click the **Auto Format** button. MAILERS+4 automatically matches the MAILERS+4 Field Names to the fields in your list.
3. Click **OK** to save your formatted file and return to the MAILERS+4 main screen.

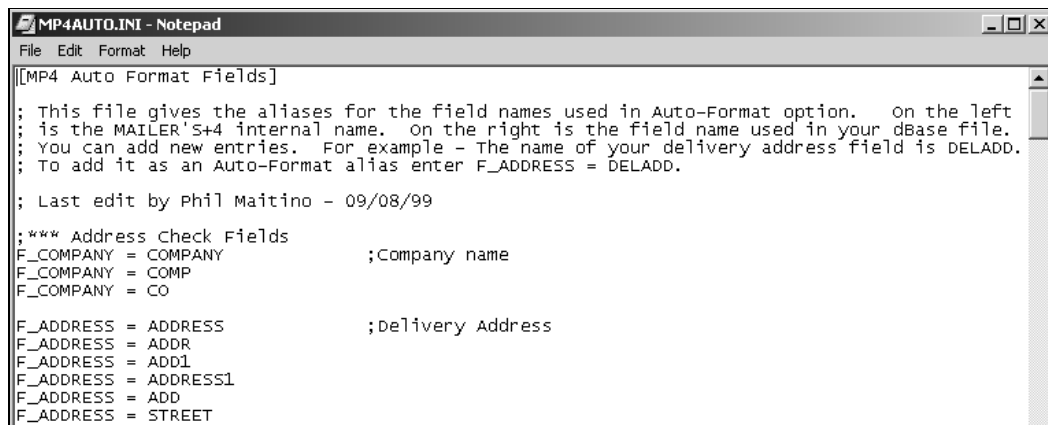
Identifying Field Names for Auto Format

Most of the field names found in your list are automatically recognized by Auto Format. If, however, your list has a nonstandard abbreviation for the name of a field, Auto Format may not be able to match it to a MAILERS+4 Field Name. Always check all your list fields against the MAILERS+4 fields displayed to make sure they are correct. If incorrect, you can edit the MAILERS+4 MP4AUTO.INI file. This file is loaded with the program and comes preset with most of the common names of mailing list fields. Auto Format reads from this file, when running, and won't identify a field name that it comes across unless that name is in the MP4AUTO.INI file. This file can be edited so the problem fields will then be recognized by Auto Format.

Editing MP4AUTO.INI

1. Click the **Start** button, and then point to **Programs**. Point to the **Accessories** folder, and then click **Notepad**.
2. When Notepad opens, open the MP4AUTO.INI file located in the C:\Program-Data\Melissa Data\MAILERS+4 directory for Windows 7 and Vista.
3. The MP4AUTO.INI file contains two columns of information, separated by equal signs on the left portion of the page.
 - The column to the left of the equal sign contains the MAILERS+4 field names. These fields cannot be edited.
 - The right-hand column contains the field names that Auto Format is currently set up to recognize.
4. In the left column, find the MAILERS+4 field name you want Auto Format to recognize. Scroll down to the bottom of the MP4AUTO.INI file. In the empty spaces after the last entry, use your mouse to insert the cursor on the next line (following the final MP4AUTO.INI entry).
5. Type the MAILERS+4 field name that your list entry corresponds to, followed by an equal sign. Next, type the field name from your list that you want Auto Format to recognize, and then press **Enter**. Make sure the field names you enter are exactly like the

ones from MAILERS+4 and your list. If they are not, Auto Format will be unable to match them.



Editing the MP4AUTO.INI file

6. When you are finished editing, select **File > Exit**. When prompted to Save the file, click **Yes** to save your changes to the file and exit.
7. In the **MAILERS+4 Master Format** dialog box, click **Auto Format**. If you typed the information correctly in MP4AUTO.INI, your fields will now be formatted.

You can edit the MP4AUTO.INI file anytime you want to update how Auto Format reads your lists. Any changes you make to the MP4AUTO.INI file will stay there until you remove them.

Copying List Formats

MAILERS+4 lets you copy the format of a previously formatted list. The copied format will then be applied to your currently open list. Both lists must have the same layout in order for this feature to work properly.

1. Select **File > Format Fields**. The **Format Fields** dialog box opens.
2. Click **Copy**. The **Open File** dialog box opens.
3. Locate the file you wish to copy format from.
4. In the **Open File** dialog box, click **Open**. The fields in your currently open list will be formatted in the same manner as the MAILERS+4 file that you are copying from.
5. In the MAILERS+4 **Format Fields** dialog box, click **OK** to keep this format, or click **Cancel** to quit without saving the format changes and return to the MAILERS+4 main screen.

Formatting Fields

You can format fields for most MAILERS+4 features by clicking the desired tab in the **Format Fields** dialog box. The **Others** tab combines the format fields for ZIP & Error Code, Records in Radius and 10 optional use fields. Other MAILERS+4 features are represented by their own tab in the **Format Fields** dialog box.

You can also access the **Format Fields** dialog box by clicking the **Format** button located in the **Options** dialog box of most MAILERS+4 functions. For example, when you begin Address Check, the **Address Check Options** tab displays. Click **Format** to view or change your Address Check formatting. The fields that can be formatted in this manner vary from feature to feature.

To format fields, do the following:

1. Select **File > Format Fields**. The **Format Fields** dialog box opens.

Format Name	Length	Name	Data
COMPANY	100	BUSINES	
FIRST NAME	50	FNAME	ALVIN & ETHEL
MIDDLE NAME	20	MI	
LAST NAME	50	LNAME	BURGESS
ADDRESS	100	ADDRESS	2010 VENETIAN DR
SUITE	15	SUITE	
CITY	28	CITY	STOCKTON
STATE	2	STATE	CA

Format Options

☒ Company ☒ City ☒ Plus 4 ☐ DPB Check Digit ☐ Full Name ☐ County FIPS
☒ Delivery Address ☒ State ☐ Address 2 ☐ CBRT ☒ Last Name ☐ County Name
☒ Suite ☒ ZIP ☐ Address Error ☐ Urbanization ☒ First Name ☐ LOT Number
☐ Private Mailbox ☐ City/St/ZIP ☐ Delivery Point ☐ LACS ☐ ZIP+4/DPB ☐ LOT Order
☐ CMRA ☐ LACSLink Return Code

Auto Format Copy Advanced... OK Cancel

The Address tab in the Format Fields screen.

2. Click on the mailing list field you want to format (press the PAGE UP and PAGE DOWN keys to view other records). The field should now be highlighted.
3. In the **Format Options** section in the lower portion of the **Format Fields** dialog box, select the check boxes next to the MAILERS+4 field names that apply to the mailing list field you are formatting.
4. The MAILERS+4 field name appears to the left of your mailing list field. To undo the format, simply select the check box again to remove the check mark.
5. Repeat the first four steps until you are satisfied with the formatting of your list (in the Address and Presort screens additional fields are available for formatting by clicking the **Advanced** button).

6. Click **OK** to save the formats, or **Cancel** to quit without saving any changes.

FORMATTING ASCII FIXED-LENGTH LISTS

1. Open your ASCII fixed-length file in MAILERS+4.
2. Select **File > Format Fields**. The **Format Fields** dialog box opens. This **Format Fields** dialog box looks slightly different than the dBase **Format Fields** dialog box, but the process of formatting is very similar. The main difference is that you need to enter the record length if your file does not contain carriage return and line feed codes.

Notice that the first record in your list displayed in the top box of the screen. As you format the list, the matched fields appear in the empty box in the center of the **Format Fields** dialog box.

3. Select a field from your mailing list to match up with a MAILERS+4 Field Name. This can be done two ways:
 - a. Hold down the left mouse button while dragging your cursor over a record's text (to highlight it), then use your mouse to click on the desired field.
 - b. Type in the field's Start Position, Stop Position, and Length in the spaces provided. If you choose this method, keep in mind the field length has to be correct. Scrolling up and down to view other records using PAGE UP/PAGE DOWN is a good way to reference other records. If the field length is too short, any information that exceeds the field limits will be cut off by MAILERS+4.
3. Click on the box next to the MAILERS+4 field name that applies to the mailing list field you are formatting. The MAILERS+4 Format Name, Position, Length, and Data of the formatted field appear in the **Format** section in the middle of the **Master Format** screen.

To undo format, simply re-click the MAILERS+4 Field Name in the **Format Options** section.

4. Repeat steps 1 and 2 to format the remaining fields in your list.
5. When you are finished formatting your list, click **OK** to save the formats, or **Cancel** to quit without saving any changes.

6

Setting Options

You can set various options in MAILERS+4 by using the **Tools** menu. Some of these options relate to the currently open mailing list, and some relate to the MAILERS+4 program itself.

- **List Options** — Manages information regarding the currently open list. Use the **List Owner Information** screen to enter the name and contact information of the list owner. All data on the **List Owner Information** screen applies to the list that is presently in use, not to every mailing list.
- **System Options** — Manages information and options used internally by the MAILERS+4 program. Directories are used to set the file paths for MAILERS+4, User Information contains contact data about the program owner, and Program Options allows format and viewing preferences to be set for opening files. User Information data is also printed on the Presort report. Information entered in Directories, User Information, and Program Options does not change from list to list.
- **Data Entry Options** — Provides data entry preference settings that can be saved for future use. These settings do not change from list to list.

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LIST OPTIONS

To open the **List Owner Information** screen:

1. Select **Tools > List Options**. The **List Owner Information** screen opens (options set in the **List Owner Information** screen apply to the file you currently have open, not to every list).

List Owner Information

Name	Ray Melissa		
Company	Melissa Data Corporation		
Address	22382 Avenida Empresa		
City	Rancho Santa Margarita		
State	CA	ZIP Code	92630
Mailing Permit	12345678	Phone	949-589-5200

OK Cancel Clear

The List Owner Information Screen

2. Type the name and address of the list “owner” in the fields provided. For example, if you are a mailing house, type your client’s name and address in these fields. If the list owner is also the mailing permit holder, type the permit number in the corresponding field. This information will appear as “Permit Holder’s Name and Address” on the Postage Statement.

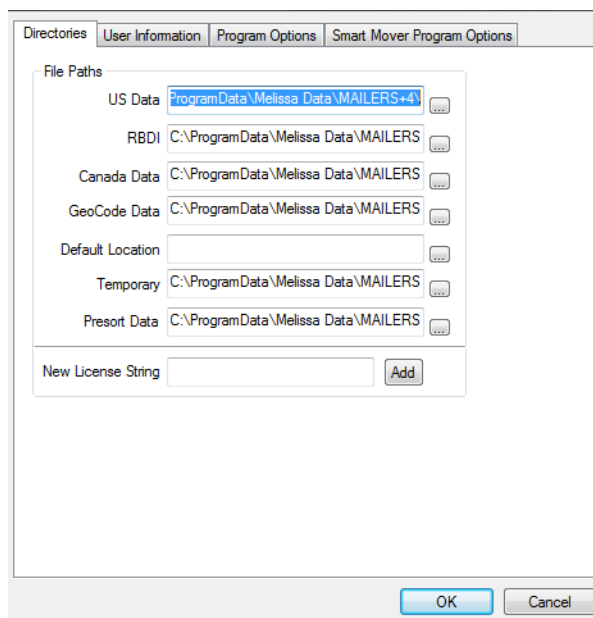
SYSTEM OPTIONS

To access the system options, select **Tools > System Options**. There are tabs for Directories, User Information, and Program Options. Unlike List Options (which contains USPS data regarding the currently open list), information in the **System Options** screens consists of data used internally by MAILERS+4, and this information remains unchanged from list to list.

Directories Tab

To set paths for MAILERS+4 and its data files, click on the **Directories** tab. You can then specify various system paths that will not change when new mailing lists are opened.

To specify the path to a new directory location for any of the following fields, click on the field's corresponding browse button.



The Directories tab in the System Options dialog box

- **US Data** — The default path for the U.S. national data file (`mdAddr.nat`) should share the same path as `mdAddr.dat`. If you moved `mdAddr.nat` after installation, you need to specify its new location here.
- **RBDI Data** — Specify a path to the folder or drive containing your RBDI data file.
- **Canada Data** — Specify a path to the folder containing your Canadian data files.
- **GeoCode Data** — The default path for the GeoCode data file (`mdGeo.dat`) should be your CD-ROM drive (`D:\`), unless you opted for the Large Installation, in which case, it should share the same path as `mdAddr.dat`. If you moved `mdGeo.dat` after installation, you need to enter its new location here.
- **Default Location** — When you use this field to specify a path to the folder containing your mailing lists, MAILERS+4 will go to this directory whenever you open a list. The default location is the My Documents directory on your computer.
- **Temporary Location** — Specify a path to the folder containing your temporary files. MAILERS+4 will use this folder to store the data files it uses while processing your lists. If this field is left blank, MAILERS+4 will store these files in the MAILERS+4 home directory. If an error message indicates the default MP4 directory does not have enough space for your temporary files, you should specify a new temporary location.
- **Presort Data** — Specify a path to the folder containing your Presort data files. This should never be change unless instructed by Melissa Data tech support.

New License String

The **New License String** box enables you to add the RBDI features to MAILERS+4 if you did not add them when you initially installed MAILERS+4. One option would be to run the install program again and add the necessary license code during install, but MAILERS+4 will recopy all of the program and data files again. Using the **New License String** box, you can copy the RBDI data files manually from the DVD and activate the feature without running install again.

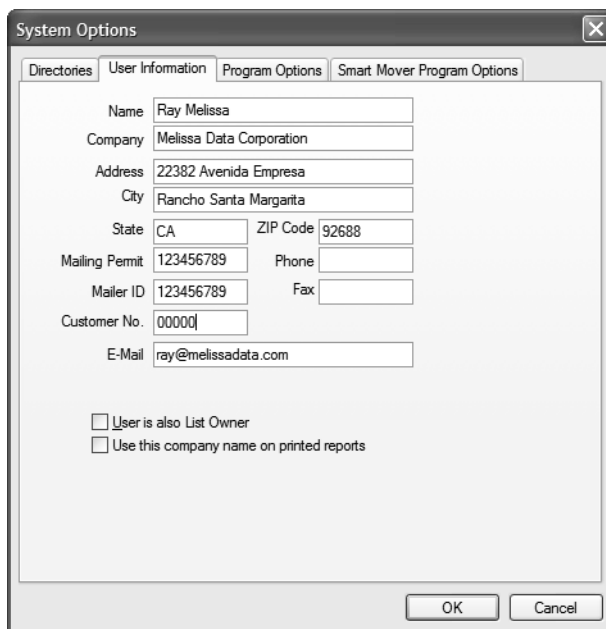
To add a new feature:

1. Insert the MAILERS+4 DVD. If the install program starts, close it. (Note that you can prevent the auto-run feature in Windows by holding down the Shift key while inserting the DVD.)
2. Using Windows Explorer, locate the **Data** folder on the DVD and open it.
3. Copy the desired folder or folders (RBDI) to the **Data** folder in your MAILERS+4 program directory. This is **C:\ProgramData\Melissa Data\MAILERS+4** directory for Windows 7 and Vista.
4. Start MAILERS+4.
5. Select **Tools > System Options**.
6. Select the **Directories** tab.
7. Enter the RBDI or eLot License Code into the **New License String** box.
8. Click **Add**.

User Information Tab

Data entered in the **User Information** tab will be the default for the permit holder when setting up a Presort template.

- **Mailing Permit** — Enter the mailing permit number being used for the current mailing.
- **Mailer ID** — This is a six or nine-digit number that uniquely identifies the source of this mailing. This is required for the new Intelligent Mail barcode system.
- **Customer's Number** — Use this space to enter your reference for the party for which the current mailing is being prepared, if any.
- **User is also List Owner** — Check this box if you are using MAILERS+4 to process your own mailing lists.

The image shows a screenshot of the 'System Options' dialog box with the 'User Information' tab selected. The dialog box has a title bar with a close button. Below the title bar are four tabs: 'Directories', 'User Information', 'Program Options', and 'Smart Mover Program Options'. The 'User Information' tab contains several text input fields: 'Name' (Ray Melissa), 'Company' (Melissa Data Corporation), 'Address' (22382 Avenida Empresa), 'City' (Rancho Santa Margarita), 'State' (CA), 'ZIP Code' (92688), 'Mailing Permit' (123456789), 'Phone' (empty), 'Mailer ID' (123456789), 'Fax' (empty), 'Customer No.' (00000), and 'E-Mail' (ray@melissadata.com). At the bottom of the tab are two checkboxes: 'User is also List Owner' and 'Use this company name on printed reports', both of which are unchecked. At the bottom of the dialog box are 'OK' and 'Cancel' buttons.

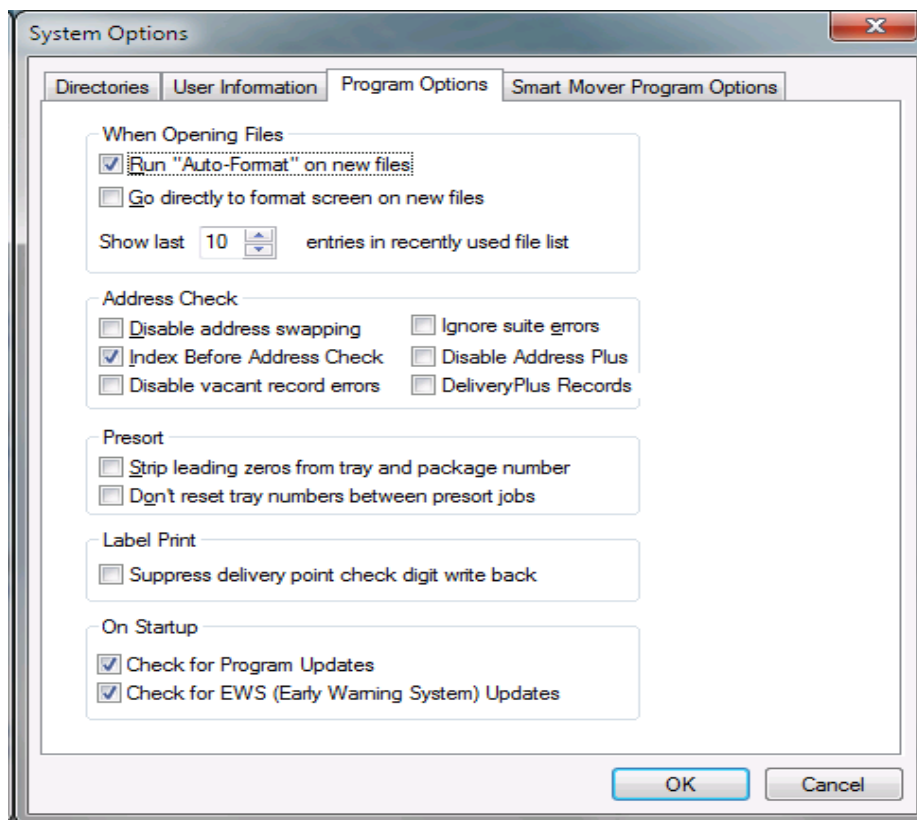
The User Information tab in the System Options dialog box

Program Options Tab

Use the **Program Options** tab to set preferences that apply to every database you open.

- **Run "Auto-Format" on new files** — Automatically formats new files
- **Go directly to format screen on new files** — The **Format Fields** dialog box opens each time a new file is opened

- **Show last entries in recently used file list** — Specify how many entries are displayed in the list of recently used files
- **Disable address swapping** — Select this check box to disable address swapping



The Program Options tab in the System Options dialog box

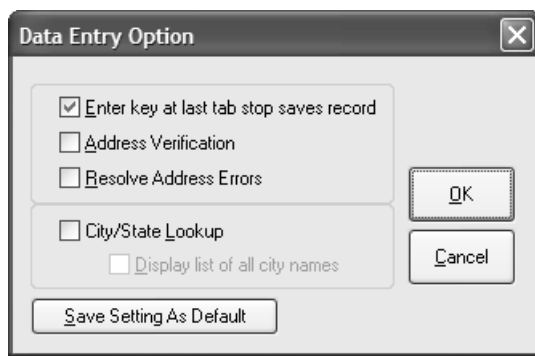
- **Index before Address Check** — This option increases the processing speed of Address Check by sorting records by ZIP Code. You do not need to use this option if your list is already ZIP sorted. This feature does not permanently store the sorted order in your list. Because the index is not saved, this option is only good for the current Address Check. If you interrupt Address Check on indexed records, you will be unable to resume checking from where you left off.
- **Ignore Suite Errors** — If this box is checked and DPV is enabled, Address Check will not generate an error if the primary address (street name and number) is correct but the secondary address (suite or unit) is incorrect or missing.

- **Disable SuiteLink** — If this box is checked, MAILERS+4 will not append suite numbers for business addresses, even if the company name is found in the Suite^{Link} database.
- **Disable AddressPlus** — If this box is checked, MAILERS+4 will not append secondary address numbers for any residential and business addresses found in the AddressPlus database.

If Disable SuiteLink is checked, then AddressPlus will also be automatically disabled, because AddressPlus requires that Suite^{Link} be enabled in order to function.
- **Disable vacant record errors** — If this box is checked, MAILERS+4 will not flag vacant address records. In this case, as long as the address exists, it will be treated as a deliverable address.
- **DeliveryPlus Records** — If this box is checked, MAILERS+4 will flag records that physically exists, but will not be serviced by the U.S. Postal Service. These address may still be serviced by delivery services such as DHL, UPS, or FedEx.
- **Strip leading zeros from tray and package number** — Stripping leading zeroes from tray and package numbers (to avoid truncating your label endorsement line)
- **Don't reset tray numbers between presort jobs** — Tray numbers will not be reset between multiple presort jobs
- **Suppress delivery point check digit write back** — MAILERS+4 will not write back the Delivery Point Check Digit field when performing an address check,
- **Check for Program Updates** — On startup, MAILERS+4 will automatically check if new program updates are available for download. If an update is available, the user will be offered the chance to automatically download and install the program update. Uncheck this box to disable this automatic check when starting MAILERS+4.
- **Check for EWS (Early Warning System) Updates** — MAILERS+4 will automatically check if a new Early Warning System file is available for download. If an update is available, the user will be offered the chance to automatically download and install the new EWS file.

DATA ENTRY OPTIONS

To open the **Data Entry Option** dialog box, select **Tools > Data Entry > Options**.



The Data Entry Options dialog box

From here, you can select various check boxes that correspond to your data entry preferences. After selecting your preferences, click **Save Setting As Default** to save your choices for future use.

- **Enter key at last tab stop saves record** — A short-cut for the **Save** button when entering field data.
- **Address Verification** — Insures the accuracy of your information by running Address Check on each record as it is entered.
- **Resolve Bad Address** — The **Resolve Address Errors** dialog box opens whenever Address Check is unable to verify a record, allowing you to update address data as you go along.
- **City/State Look-up** — MAILERS+4 will find the correct city and state for your ZIP Code (when several cities match the ZIP Code the USPS preferred city is provided). If your ZIP Code includes more than one city, the **Display list of all city names** check box prompts MAILERS+4 to open a list box containing the cities that use your ZIP Code. Select your city from this list.

BACKING UP SYSTEM OPTIONS

System Options settings are stored in a file called `mp4w32.dat` in the MAILERS directory. A duplicate file is automatically copied to the `BAK` subdirectory of your main program directory every time you MAILERS+4.

The backup files allow you to restore your MAILER+4 settings if the original files are overwritten or lost for any reason.

7

Checking Addresses

Address Check verifies addresses using data contained in the national data files. Once an address is verified, Address Check can standardize it to USPS/Canadian postal requirements and append up-to-date information such as ZIP + 4, Carrier Route, and Delivery Point codes.

If Address Check finds incorrect address information in a record, it will attempt to correct it. If you formatted an address error field in your list, Address Check will insert an error code in the record whenever it finds an error. This code can be used to determine the type of error it found.

You can also correct address errors manually by using the Resolve Address Errors feature.

WHEN TO USE ADDRESS CHECK

Address verification helps ensure all of your mail pieces are deliverable by the Post Office. It is required for automation discounts on postage rates and for bar coded or ZIP + 4 presorts. To qualify you for these discounts, Address Check matches your list against the USPS National Database file.

Running Address Check first is highly recommended as a correct, standardized address yields the best results from all MAILERS+4 features.

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CASS CERTIFICATION (FORM 3553)

To qualify for bar code or ZIP + 4 presort discounts, the USPS requires that 100% of the addresses in your mailing list be correct (the quantity of records successfully coded must match the number of pieces in your mailing). You must use Form 3553 to meet the USPS requirement for proof of address correction. Once Address Check has verified your list, you can print the CASS form from MAILERS+4. It is only necessary to run Address Check once to get the CASS information required by the USPS.

To do this, do one of the following:

- Select **List > Address Check > Results**. The Address Check Results dialog box opens. Click **CASS (Form 3553)**. From here, you have the option of making changes, previewing, or printing the CASS form.
- Select **List > Address Check > CASS Form**. From here, you have the option of making changes, previewing, or printing the CASS form.

Database Expiration

Due to USPS licensing regulations, MAILERS+4 disables the appending of +4 data and displays a warning before printing CASS Certification forms approximately 105 days after the initial MAILERS+4 distribution date (three months beyond this distribution date and extending to the end of the third month). You will not be able to add +4 codes to a mailing list after the average expiration period of 105 days is reached. However, MAILERS+4 will still allow you to check your list, correct and standardize street names, correct the 5-digit ZIP Codes, and add Carrier Routes for a limited time.

DPV — VERIFYING DELIVERY ADDRESSES

DPV increases the accuracy of your address checking by matching the address to a confirmed delivery point. It is now required in order to generate a CASS Form 3553. If DPV is enabled, the Address Check results will show the percentage of addresses that were verified using DPV.

DPV is required to produce a CASS Form 3553.

This percentage is the number of fields that were actually matched to deliverable addresses. The DPV status of a specific record can be checked using the CMRA and DPV Footnotes fields, if these fields have been formatted.

LACSLINK — 911 ADDRESS CONVERSION

LACSLink is now required for to produce a CASS form 3553.

Rural Route and Highway addresses are being converted to standard street addresses to make them easier for the postal service to deliver mail and for emergency services to find. For example, "RR10 Box 12" might become "1234 Federal Street."

Also, there are instances when a standard street address will change, such as renaming the street itself or changing the numbering along that street.

MAILERS+4 will detect addresses that have changed under one of the above circumstances and automatically replace the obsolete address with the current one.

The service returns two codes that indicate the degree of matching and conversion. The LACSLink Indicator is returned to the LACS field and the LACSLink Return Code is returned by the **LACSLINKReturnCode** field.

See **LACSLink Return Codes** on page 215 for information on what values are returned and what they mean.

SUITE^{LINK} — APPEND SECONDARY ADDRESSES

Suite^{LINK} is a service of the USPS that appends or updates suite information to business addresses when these addresses are found in the Suite^{LINK} database of commercial secondary addresses.

This feature can be disabled in the System Options, on the **Program Options** tab. In the future, enabling Suite^{LINK} will be required for CASS certification.

ADDRESSPLUS

AddressPlus is an MAILERS+4-exclusive enhancement to Suite^{LINK}, adding millions of business residential addresses to which MAILERS+4 can append a secondary address, if one is missing.

This feature can be disabled in the System Options, on the **Program Options** tab.

RUNNING ADDRESS CHECK

To run Address Check, make sure the List Information screen for the desired mailing list is open. Select **List > Address Check > Options**. The Address Check Options dialog box opens.

The **Address Check Options** dialog box contains options for standardizing the data in your mailing list and/or speeding up the address checking process by indexing your list and skipping records with certain criteria.

- **Skip previously coded records** — Skips records that already contain both Carrier Route and ZIP + 4 codes. This can significantly decrease the amount of time needed to check new records. However, because MAILERS+4 cannot include skipped records in CASS certification (Form 3553), do not use this option when preparing a mailing.
- **Use USPS Preferred City Names** — Replaces any acceptable alternative city name with the preferred USPS city name for that ZIP Code. If this option is not selected, MAILERS+4 still corrects spelling errors for alternative city names it can identify, and provides the official city name for alternative city names it cannot identify. If this option is selected, MAILERS+4 changes all alternative city names to the official city name for that ZIP Code.

Processing Options

☒ Skip previously coded records

☐ Use USPS Preferred City Names

☐ Combine Range and Address field

Address Standardization

☐ Never

☒ Only On Coded Records

☐ Always

Casing

☒ Auto

☐ Upper/Lower

☐ Upper

☐ Convert Company Field To All Caps

☐ Do not case the name field

On Address Errors

☒ Clear Existing PLUS4's

☒ Clear Existing CRRT'S

☐ Delete Unresolved dBase Records

Form 3553

☐ Print 1 Copies Printer Adobe PDF

☐ Save Settings As Default

Days Until Database Expiration

United States: 53 day(s)

Canada: 0 day(s)

Format... Filter... Cancel Go

The Address Check Options

For example, MAILERS+4 will do the following for the entry of Hollywood (a misspelled alternative city name):

- If this option is not selected, the entry is changed to Hollywood.
- If this option is selected, the entry is changed to Los Angeles, the official city name for that ZIP Code.

- **Combine Range and Address field** — If you have separate Range and Address fields and wish to add the Range to the Address, select this check box. The Range is the street number, and the Address is the street name, direction and/or suffix. For example, in a record of 100 N. Main St., '100' is the Range and 'N. Main St.' is the Address. Note that if you combine the Range and Address fields for records where they are already combined, the Range will be duplicated and Address Check will return an error when it codes the record.
- **Address Standardization** — This option changes data in the Address field to meet abbreviation standards set by the USPS (for example, ST for Street, N for North, and so on) and corrects minor spelling errors. It can be set to Never, Only On Coded Records, and Always. These settings tell Address Check when to apply Address Standardization to your mailing list. For example, if you select Always in the Address Standardization section, MAILERS+4 will only change data that is clearly not standard (for example, P.O. Box to PO Box).
- **Form 3553** — Use the settings in this area to automatically print a CASS Certification form after address checking your list.
- **Save Settings as Default** — Saves the current option settings as the default for future address checking in the current list.
- **Download latest EWS file** — EWS (Early Warning System) data is composed of new addresses (for example, new housing developments) that are scheduled for inclusion in the USPS national database. The USPS updates this data every week to reflect new construction and home ownership. When performing an address check, MAILERS+4 consults the EWS file as well. Having an updated EWS file prevents MAILERS+4 from miscoding new address information with data in the older USPS national database file. For example, an input of 44 Legacy Drive would be changed to 44 Legacy Street if Legacy Drive does not yet exist in the USPS national database. If Legacy Drive is in the EWS file, however, MAILERS+4 would recognize it as a new street and not code the record. The next database update should contain the new information and enable MAILERS+4 to properly code the record.

Be sure to frequently download the latest EWS file in order to have the most current address records. Current EWS files are available every Thursday.

- **Casing** — Fields which Casing affects are:

Delivery Address	Suffix	First Name
Suite Name	County Name	Last Name
City	City/St/ZIP	Full Name
Suite	Urbanization	

- **Convert Company Field To All Caps** — Converts text in the company field to all upper case letters.

- **Do not case the name field** — Select this check box to keep the current casing for the names in your database. Casing changes will not be applied to text in name fields.
- **On Address Errors** — Clear Existing +4's and Clear Existing CRRT'S removes +4 and Carrier Route codes from invalid addresses, allowing Presort to skip them when it processes your list.
- **Delete Unresolved dBase Records** — If MAILERS+4 cannot automatically verify an address, it will mark the record for deletion. This option is only available for dBase lists. Address Check will not remove records from a dBase list. Use the Database Manager to pack out records marked for deletion.
- **Days Until Database Expiration** — Shows how many days are remaining before the current U.S. and Canadian databases expire.

Click **Format** to format fields for Address Check.

Click **Filter** to specify the range of records to process.

Click **Cancel** if you wish to quit and return to the List Information screen.

Click **Go** when you are ready to begin processing your mailing list.

FORMATTING FIELDS FOR ADDRESS CHECK

MAILERS+4 will only append this data to records that have valid addresses (records that have been successfully coded by Address Check).

The screenshot shows the 'Format Fields' tab for 'Address Check'. At the top, there are tabs for 'Address', 'DupCheck', 'Presort', 'Phone', 'Name Parse', 'GeoCode', 'ACS', 'Input Smart Mover', and 'Others'. Below the tabs, it says 'Record Number: 1'. A table lists format fields with columns for 'Format Name', 'Length', 'Name', and 'Data'. The 'COMPANY' row is highlighted. Below the table is a 'Format Options' section with various checkboxes.

Format Name	Length	Name	Data
COMPANY	100	BUSINES	
FIRST NAME	50	FNAME	ALVIN & ETHEL
MIDDLE NAME	20	MI	
LAST NAME	50	LNAME	BURGESS
ADDRESS	100	ADDRESS	2010 VENETIAN DR
SUITE	15	SUITE	
CITY	28	CITY	STOCKTON
STATE	2	STATE	CA

Format Options

☒ Company ☒ City ☒ Plus 4 ☐ DPB Check Digit ☐ Full Name ☐ County FIPS
☒ Delivery Address ☒ State ☐ Address 2 ☐ CRRT ☒ Last Name ☐ County Name
☒ Suite ☒ ZIP ☐ Address Error ☐ Urbanization ☒ First Name ☐ LOT Number
☐ Private Mailbox ☐ City/St/ZIP ☐ Delivery Point ☐ LACS ☐ ZIP+4/DPB ☐ LOI Order
☐ CMRA ☐ LACSLink Return Code

Buttons at the bottom: Auto Format, Copy, Advanced..., OK, Cancel.

The Format Fields tab for Address Check

To format fields in Address Check, click Format in the Address Check Options dialog box. (For more information on the Address Check Options dialog box, see **Running Address Check** on page 40.) The Format Fields dialog box opens.

Advanced Format options are available by clicking the Advanced button in this dialog box. To return to the main Address tab, click on the Normal button.

Required Fields

The following fields must be formatted in order to run Address Check:

- **Delivery Address** — The field that contains the address you want the Post Office to deliver to.
- **City** — The field in your list that contains the city name.
- **State** — The field in your list that contains the state name or abbreviation.
- **ZIP** — The field in your list that contains the 5-digit ZIP Code. If your ZIP Code field is nine or more characters in length, you do not need to define a separate Plus4 field. Address Check inserts a hyphen (if there are 10 characters) and a +4 Code in the ZIP field.

If you are using the Canadian Addresser add-on, Canadian Postal Codes must contain six characters.

The "ZIP" field should be a character field (not a numeric field) when using dBase or ODBC file formats. You can view the field type by selecting Database > Modify, and selecting the "Type" check box after clicking on the ZIP field in the "Fields" box.

The disadvantage of a numeric format is that it strips leading zeros from the ZIP Code, doesn't allow a dash between the ZIP™ and +4 Code, and adds an unwanted decimal point. This results in bar code failures and rejected mailings.

Recommended Fields

It is recommended that the following fields be formatted prior to running Address Check:

- **Address Error** — This field will contain the error code (one character in length) that describes the type of error in your address. See **Address Check Error Codes** on page 214 for more information.
- **Company** — If two ZIP + 4s have been assigned to the same address, Address Check uses the Company field to assign the correct ZIP + 4. The program will not change or insert a company name in this field.

A company name is required in order for Suite^{Link} to append a secondary address to a business address, so the Company field should be formatted if Suite^{Link} is enabled.

- **Delivery Point** — This field contains a 3-digit number composed of a "check digit" (which is the last digit of this 3-digit number), plus two additional numbers (usually the

first 2 digits of the address number). These three numbers, added to the 9-digit ZIP + 4 Code, make up the Delivery Point Barcode (DPB).

- **DPB Check Digit** — This field contains the last digit in the Delivery Point Barcode. The DPB Check Digit enables bar code scanners to verify that they have scanned the first 11 digits of the Delivery Point Barcode correctly. If the Delivery Point field and the DPB Check Digit field are both formatted, Address Check will return a 2-digit number for the Delivery Point and a 1-digit number for the DPB Check Digit.
- **Last Name** — Last name of individual in address. The last name is required in order for AddressPlus to function, so this field should be formatted if AddressPlus is enabled. Also, format this field to match its casing to the addresses in your list before printing labels.

Optional Fields

The following fields are optional for running Address Check:

- **Address 2** — If your records have a two-line address, this field will contain the secondary address. See **Formatting Records with Two Address Lines** on page 49 for more information.
- **Suite** — A field containing the name and number of a suite, apartment, and so on.
- **Private Mailbox** — A field containing a private mailbox number.
- **CMRA** — This field is only returned if the DPV add-on was installed with MAILERS+4. It indicates whether or not an address belongs to a Commercial Mail Receiving Authority (CMRA). The USPS will not deliver mail to addresses belonging to CMRAs unless a "PMB" or "#" indicator is displayed after the address and before the suite number.
- **CRRT** — The Carrier Route (CRRT) code applies to pieces grouped by individual mail carrier routes. CRRT-coded mail can receive presort discounts if enough pieces qualify per Carrier Route.
- **LACS** — This field will return one of two codes if a rural address conversion is detected.
 - Y — Address was converted to a new address.
 - N — Address conversion attempted but not made.
- **LACSLinkReturnCode** — This field indicates the degree of matching and conversion with the LACS^{Link™} master file. For more information, see **LACS^{Link} — 911 Address Conversion** on page 39.
- **Urbanization** (Puerto Rico Only) — Divides Puerto Rico's cities into urban areas for delivery purposes.
- **First Name** — First name of individual in address (format this field to match its casing to the addresses in your list before printing labels).

- **Full Name** — Full name of individual in address (format this field to match its casing to the addresses in your list before printing labels).
- **ZIP + 4/DPB** — This field contains the Plus4 field and the Delivery Point Barcode.

Optional Fields (Advanced Formatting)

The following fields are optional for running Address Check. To access these fields, click the Advanced button in the Format Fields dialog box.

- **County FIPS** — The Federal Information Processing Standard (FIPS) is a 5-digit code assigned to each county in the U.S. by the Bureau of the Census. The first two digits are the state code and the last three digits are the county number.
- **County Name** — The name of the county.

Adv. Address DupCheck Presort Phone Name Parse GeoCode ACS Input Smart Mover Others

Record Number: 1

Format Name	Length	Name	Data
NAME PREFIX	24	PREFIX	MR. & MRS.
FIRST NAME	31	FIRST_NAME	MARDEN
LAST NAME	36	LAST_NAME	ABADI
COMPANY	41	COMPANY	
ADDRESS	42	ADDRESS	9 CALLE DEL NORTE
CITY	37	CITY	RANCHO SANTA MARGARITA
STATE	9	STATE	CA
ZIP	6	ZIP	92688
PLUS4	9	PLUS4	2912
ADDRESS ERR...	2	ADDRERR	
CBPT	4	CBPT	0002

Format Options

☐ Address Type ☐ CBSA Code ☐ # Residential Deliveries
☐ Congress. District ☐ CBSA Title ☐ # Business Deliveries
☐ Time Zone ☐ CBSA Level ☐ Business/Residential
☐ Latitude ☐ CBSA Division Code ☐ DPV Footnote
☐ Longitude ☐ CBSA Division Title ☐ IMB Numeric
☐ ZIP Type ☐ CBSA Division Level ☐ IMB Alpha

Address Format Options

☐ Number ☐ Suite Number
☐ Pre-Direction ☐ Suite Name
☐ Name ☐ Route Service
☐ Suffix ☐ Lock Box
☐ Post-Direction ☐ Delivery Install

Auto Format Copy Normal... OK Cancel

The Format Fields Advanced tab for Address Check

- **Time Zone** — A 2-digit number representing the hours past Greenwich Mean Time.

Code	Time Zone
4	Atlantic Time
5	Eastern Time
6	Central Time
7	Mountain Time
8	Pacific Time

Code	Time Zone
9	Alaska Time
10	Hawaii-Aleutian Time
11	Samoa Time

- **LOT (Line-of-Travel) Number** — The Line-of-Travel number for the record.
- **LOT (Line-of-Travel) Order** — The code used to sort records in Line-of-Travel order.

To presort for Enhanced Carrier Route Non-Automation Letters and Flats, you must have eLOT installed. You must format the Line-of-Travel Number, Line-of-Travel Order, and Delivery Point before running Address Check. When the data for these fields has been added to your records, you will be able to presort your list. If these fields have not been formatted, the Enhanced Carrier Route Non-Automation Letters and Flats in the "Suggested Mailings Box" will not be available during presort.

- **ZIP Type** — A one-character code indicating the ZIP Code type.

Code	ZIP Type
M	Military/APO
P	PO Box
U	Unique (assigned to specific organizations)
Blank	Standard

- **Latitude** — The latitude coordinate (degrees north of the equator) of the 5-digit ZIP Code centroid.
- **Longitude** — The longitude coordinate (degrees west of the Greenwich Meridian) of the 5-digit ZIP Code centroid.
- **CBSA Code** — The CBSA Code is a five-digit code for the specific CBSA associated with the location described by the submitted ZIP Code. Metropolitan and micropolitan statistical areas (metro and micro areas) are geographic entities defined by the U.S. Office of Management and Budget (OMB) for use by Federal statistical agencies in collecting, tabulating, and publishing Federal statistics. The term "Core Based Statistical Area" (CBSA) is a collective term for both metro and micro areas. A metro area contains a core urban area of 50,000 or more population, and a micro area contains an urban core of at least 10,000 (but less than 50,000) population. Each metro or micro area consists of one or more counties and includes the counties containing the core urban area, as well as any adjacent counties that have a high degree of social and economic integration (as measured by commuting to work) with the urban core.
- **CBSA Title** — The official U.S. Census Bureau name for the Core Based Statistical Area(CBSA).

- **CBSA Level** — The level description for the Core Based Statistical Area (CBSA), metropolitan or micropolitan.
- **CBSA Division Code**— The numeric code for the division within the Core Based Statistical Area containing the submitted ZIP Code. Some CBSA's are broken into parts known as divisions. In this case, the CBSA Division functions will also be populated. If not, these fields will be empty. Each division also has a Code, Level and Title.
- **CBSA Division Level** — The level description (metropolitan or micropolitan) for the division within the Core Based Statistical Area containing the submitted ZIP Code.
- **CBSA Division Title** — The official U.S. Census Bureau's official name for the division within the Core Based Statistical Area containing the submitted ZIP Code.
- **Address Type** — A one-letter identification code for the delivery location.

Code	Address Type
F	Firm (single business or organization)
G	General Delivery (general mail pickup)
H	High-rise (business park, plaza, and so on)
P	PO Box (Post Office box)
R	Rural Route/Highway
S	Street/Residential Address

- **Congress. District** — The Congressional District number for the delivery address.
- **# Residential Deliveries** — Total number of residences in a Carrier Route.
- **# Business Deliveries** — Total number of businesses in a Carrier Route.
- **DPV Footnotes** — The USPS DPV footnote for the delivery address. See **DPV Footnotes** on page 215.
- **IMB Numeric** — The unconverted numeric representation of the information used to generate an Intelligent Mail® barcode. This value can be used with printers that are able to interpret barcode information
- **IMB Alpha** — The converted representation of the Intelligent Mail barcode. Combined with the right fonts, this data can be used in Microsoft Word and other applications to print Intelligent Mail barcodes.

ADDRESS PARSING

Address Check can parse (split) delivery addresses into separate component fields (number, pre-direction, street name, and so on) or split a combined City/State/ZIP field into separate

fields. It can also combine separate address component fields into a single field and combine separate City, State, and ZIP fields into a single City/State/ZIP field.

MAILERS+4 cannot manually resolve uncombined records.

Parsing a Delivery Address

For information on field length requirements, see **MAILERS+4 Fields** on page 197.

1. Format the Address, City, State, and ZIP fields in your mailing list. See **Formatting Fields for Address Check** on page 42 for more information.
2. In the **Format Fields** dialog box, click **Advanced**.
3. Format the component fields you want addresses to split into. A complete delivery address can be separated into as many as seven component fields.
 - **Number** — Street Address number (for example, 100 Main St).
 - **Pre-Direction** — Direction indicator preceding the street name (for example, 100 N Main St).
 - **Name** — Street Name (for example, 100 Main St).
 - **Suffix** — Street, Drive, and so on. (for example, 100 Main St).
 - **Post-Direction** — Direction indicator following the street name (for example, 100 Main N).
 - **Suite Number** — Suite number (for example, Apt 15).
 - **Suite Name** — Apartment, Suite, and so on (for example, Apt 15).
4. Click **OK** to return to the **Address Check Options** dialog box. Address Check will verify and correct, if possible, the addresses in your list. If Address Check is able to successfully code your records, it will go on to parse them into component fields.

Combining Separate Address Fields

1. In the Format Fields dialog box, format the **Delivery Address**, **City**, **State**, and **ZIP** fields.
2. Click **Advanced**.
3. Format all of the fields in the Address Format Options section: **Number**, **Pre-Direction**, **Name**, **Suffix**, **Post-Direction**, **Suite Name**, and **Suite Number**.
4. Click **OK**. The **Address Check Options** dialog box displays. Click **Go**. Address Check will attempt to verify and correct the address components. If these address components are successfully coded, it will combine them into a single Delivery Address field.

Parsing a City/State/ZIP Field

1. In the **Format Fields** dialog box, format the **Delivery Address** field and **City/State/ZIP** field in your list.
2. Format separate **City**, **State**, and **ZIP** fields. If your new **ZIP** field is at least nine characters long, the +4 Code will be added automatically (if 10 characters, a hyphen will be added). Otherwise, format a separate Plus4 field if you want the +4 Code appended to your list.
3. Avoid formatting a **City/State/ZIP** field if you have a long city name, as the field may not be long enough to accommodate an entire ZIP + 4.
4. Click **OK**. The **Address Check Options** dialog box displays. Click **Go**. Address Check will verify that the data in your **City/State/ZIP** field is correct, then copy it into the new fields.

Combining City, State, and ZIP Fields

1. In the **Format Fields** dialog box, format the **City**, **State**, and **ZIP** fields in your list.
2. To avoid running out of room and losing data from your field, format a 42-character (or longer) **City/State/ZIP** field.
3. Click **OK**. The **Address Check Options dialog** box displays. Click **Go**. Address Check will verify that the city, state, and ZIP Code data is correct before combining it into the City/State/ZIP field.

Formatting Records with Two Address Lines

MAILERS+4 allows you to format records with two address lines. For example:

MAILERS+4 Field	Data
Company	ACME MAILERS
Address 2	PO Box 1234
Delivery Address	100 Main Street
City	New York
State	NY
ZIP	10044

The Post Office delivers mail to the address line directly above the City, State, and ZIP. In this example, mail would be delivered to 100 Main Street. If you prefer delivery to the PO Box 1234 address, format that field as the Delivery Address field.

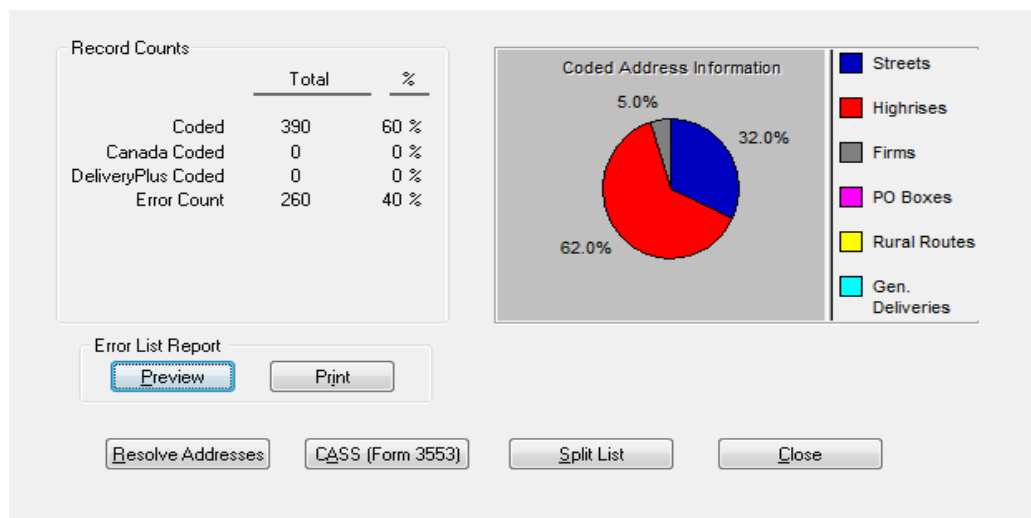
Swapping Address Fields

If you will not be using your list to create a mailing, you can disable the Address Check swapping feature.

Address Check uses the **Delivery Address** field to determine correct ZIP + 4 and Carrier Route codes. If the data currently in the **Delivery Address** field is uncodable, then “and only then” will Address Check look for the **Address 2** field. If the data in **Address 2** is codable, Address Check will “swap” the data from the **Address 2** field and move it into the Delivery Address field. The uncodable data originally in the **Delivery Address** field is moved into the **Address 2** field. In this way, all addresses which Address Check codes end up in the **Delivery Address** field.

ADDRESS CHECK RESULTS

When Address Check has completed checking your list, the Address Check Results screen displays.



The Address Check Results screen

The Address Check Results screen displays a breakdown of the numbers of successfully coded records, Canadian coded records and records that generated an error.

- **Coded** — This number indicates how many records were successful matched to an actual delivery address. Records that are not DPV coded are included under Error Count.

DPV returns two additional fields (CMRA and Invalid Suite Indicator) which must be formatted to receive the maximum benefit from DPV. These fields will indicate if a record is actually a deliverable address.

See **DPV Footnotes** on page 215 for information on what values are returned and what they mean.

- **Canadian Coded** — This number indicates how many records with Canadian records were successfully coded. Canadian addresses that not coded are also included under the Error Count.
- **Delivery Plus Coded** — This number indicates how many records were successfully coded with Delivery Plus
- **Error Count** — This number indicates how many records were not successfully coded.

For U.S. addresses, a pie chart shows the breakdown of Streets, High rises, Firms, P.O. Boxes, Rural Routes, and General Deliveries coded in your list.

From here, you can preview the records that Address Check was unable to correct or print a hard copy of the error report. The CASS Certification form (form 3553) is also available from this screen.

- You can begin resolving address errors immediately by clicking **Resolve Addresses**. For more information on resolving addresses, see **Resolving Address Errors** on page 52.
- To export your records using DPVCoded, Canadian records, DeliveyPlus, and address error record categories, click on **Split List**.
- When you are finished with the **Address Check Results** screen, click **Close**.

Split List

The Split List option enables you to save your DPV coded records, Canadian coded records, DeliveryPlus coded records, or any records that generated an address error to separate files. By saving your coded records to their own separate database, you can save processing time on large lists by excluding address errors from your future Duplicate Check and Presort operations. This feature is only available with DBF files.

You can export any combination of the four record types to a single file (to save each record category to an individual file, you must split your list four times).

- **DPV Coded Only** — Export all records in your list that were successfully coded
- **Delivery Plus Only** — Exports all records in your list are coded as Delivery Plus addresses
- **Canadian Code Only** — Export all records in your list that are coded as Canadian addresses

- **Error Records Only** — Exports all records in your list that have address errors

Clicking **OK** will open the **Save As** dialog box, where you can save your Address Check results according to your export option choices.

Clicking **Cancel** will exit Split List and return to the Address Check Results screen without exporting a file.

RESOLVING ADDRESS ERRORS

The Resolve Address Errors feature allows you to manually correct records in your list that Address Check is unable to update automatically.

To resolve address errors in MAILERS+4, click **Resolve Addresses** in the Address Check Results screen. Another **Address Check Results** screen displays, listing the addresses that were not updated.

If MAILERS+4 displays the message “addresses listed on-screen could not be verified by Address Check,” this is usually due to incorrect or insufficient information in the Address field. MAILERS+4 only resolves addresses in the **Delivery Address** and **Address 2** fields.

If you formatted two Address fields in your list and neither could be verified, both lines appear in the **Address Check Results** screen. The first line displays the data from the **Delivery Address** field and the second line displays the data from the **Address 2** field. You may resolve either line. However, data resolved in the **Address 2** field will be swapped with the **Delivery Address** field.

The lower-left portion of the screen displays an error message indicating what type of error is occurring with the highlighted address. This message corresponds to the error code in the Error column (if an address Error field was formatted). If you have not formatted an **Error** field, you will still be able to view the error type in this message area. If an error has already been resolved for a certain address, the message “No Error” appears when that address is highlighted.

- **Ignore Range/Suite Errors** — Check this box to remove any Range/Suite Errors from the list of records with errors. It is not possible to correct these errors using the Resolve Error screen, so this box allows you to focus on errors that can be addressed on this screen.

Rec No.	Address	City	State	ZIP	Error	Company	Optic
55	80 Pine St	New York	NY	10005	S	TULLETT I	
236	850 7th Ave	New York	NY	10019	S	GOLDSTAI	
488	27 Union Sq W	New York	NY	10003	S	SHELDON	
649	755 2nd Ave	New York	NY	10017	S	APIRON TE	
693	40 W 37th St	New York	NY	10018	S	TCJC INC	
754	84 Bowery	New York	NY	10013	S	SABONA D	
783	256 W 38th St	New York	NY	10018	S	CREATE-A	
813	65 Broadway	New York	NY	10006	S	WHITE MC	
849	260 Madison Ave	New York	NY	10016	S	JACOBS E	
952	112 W 34th St	New York	NY	10120	S	F M M DES	
989	48 Wall St	New York	NY	10005	S	GLOBE PR	
1016	27 Union Sq W	New York	NY	10003	S	RBA GROL	
1092	520 8th Ave	New York	NY	10018	S	JEVISH CC	
1183	150 Varick St	New York	NY	10013	S	GREINER I	
1359	1400 Broadway	New York	NY	10018	S	SALLYLOL	
1361	38 W 39th St	New York	NY	10018	S	JOHN BAR	
1431	200 Park Ave S	New York	NY	10003	S	PICTURE E	
1568	1 Penn Plz	New York	NY	10119	S	CHINA LAV	
1644	5 E 41st St	New York	NY	10017	S	CHECK CA	
1748	1 Penn Plz	New York	NY	10119	S	TRUE PAR	
1752	780 3rd Ave	New York	NY	10017	S	DALE CAR	
1873	15 E 40th St	New York	NY	10016	S	HOLDING C	
2118	205 W 39th St	New York	NY	10018	S	HARVE BE	
2326	575 Lexington Ave	New York	NY	10022	S	KTR ENVIF	

☐ Ignore Range/Suite Errors

Error Type: Secondary Error

Resolve... Close

The Address Check Error List

To resolve address errors:

1. In the **Address Check Results** screen, click on the record you want to correct.
2. Click **Resolve**. The **Resolve Addresses** screen displays. In the upper left portion of the screen is the original address data. In the upper right portion of the screen are the **Edit Info** fields.

Range	o/e	Dir	Street Name	ZIP+4	Suite	Comp
80	e		PINE ST	10005-1701		
80	e		PINE ST	10005-1702		
80	e		PINE ST	10005-1722	LBBY 1	
80	e		PINE ST	10005-1702	FRNT 1	
80	e		PINE ST	10005-1704	LBBY 2	
80	e		PINE ST	10005-1719	LBBY 3	
80	e		PINE ST	10005-1721	FL 4	
80	e		PINE ST	10005-1725	LBBY 4	
80	e		PINE ST	10005-1723	LBBY 5	
80	e		PINE ST	10005-1726	LBBY 6	

The Resolve Records screen

- If you want, edit the address information in the **Edit Info** fields. Type the first few letters of the correct street name to see street ranges for all street names in the city beginning with those letters. Substituting an asterisk "*" for a street name returns street range data for all streets in the city. You can use these wildcard features with or without an address number.

Resolve searches for street range data by city name. If you wish to search by ZIP Code, leave the "City" field blank.

Street ranges are made up of a series of sequential address numbers (for example, 1 to 99 Madison Avenue).

- Click **Search In Range** to view records that match the street and city of your selected address and that also include the address number.
- Click **Search Out of Range** to view all records that match the street and city of your selected address. A list of street ranges appears in the large record window. An "o" or "e" next to a street range indicates that only odd or even address numbers are present in this range. A "b" next to a street range indicates that both odd and even address numbers are present.

To find the streets in a city that have your address range, type the address number followed by an asterisk "*" (for example, 100 *), and then click **Search In Range**.

4. Select the listing which matches the address in your record. Click Replace to actually replace the address data in your list. You must click Replace in order to resolve an error. This returns you to the Resolve Addresses screen. The error code will be gone, indicating that the address has been resolved. The message area at the bottom of the screen will read "No Error."

Clicking **Replace** while in the "Edit Info" fields replaces your data with the "Edit Info" field content.

RESOLVING ADDRESS ERRORS OUTSIDE MAILERS+4

If you wish to bypass the **Resolve Address Errors** feature and correct errors with a separate database manager, we recommend that you format an Error field prior to running Address Check. Address Check can then enter address error codes when it processes your list. A list of MAILERS+4 error code definitions is located in **Error/Information Codes** on page 207.

To find records which contain errors, call up records containing Error fields that are not blank. If you are not using an **Error** field, print an Error Report from the **Address Check Results** screen. Use this list to search for unresolved addresses manually.

8

Checking for Duplicates

MAILERS+4 can save you money on printing and postage by eliminating duplicate records in your list. Duplicate Check can locate records with duplicate names and addresses or find out if you are mailing to more than one person at the same address. It can match sound-a-likes, nicknames (for example, Bill/William, Cindy/Cynthia), initials, and abbreviations. You can also check for duplicates by key field, phone number, or name and phone number combinations.

WHEN TO USE DUPLICATE CHECK

It's always a good idea to run new lists through Duplicate Check. Up to 10 percent of the names and addresses in the average mailing list are probably duplicates.

It is also a good idea to run Address Check before using Duplicate Check. When you are ready to begin a mailing, make sure to run Duplicate Check before Presort and Print Labels. This allows you to weed out costly duplicates before they are counted as part of the mailing.

Duplicate Check only scans addresses in the Address 1 field. Running Address Check before Duplicate Check moves all good addresses to this field so they can be checked for duplicates.

Use the Multiple Lists option to find duplicates shared between two lists. For example, if you want to remove names from a rented list that are also on your house list.

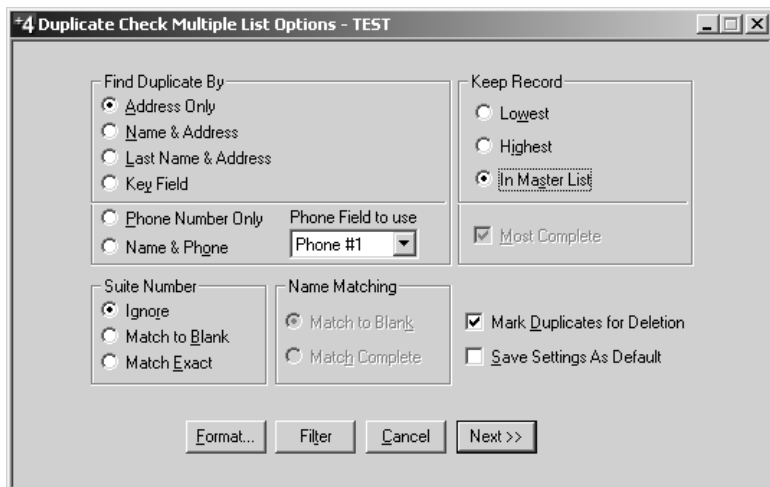
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RUNNING DUPLICATE CHECK

For best results, make sure the free hard drive space on your computer is at least 2.5 to 3 times the size of your mailing list file.

To run Duplicate Check, select **List > Duplicate Check**, then **Single List** or **Multiple Lists**. The **Duplicate Check Options** dialog box opens.



The Duplicate Check Options dialog box

The following options are available:

Find Duplicate By

- **Address Only** — Duplicate Check will look for records with matching Delivery Addresses and ZIP Codes. All other fields will be ignored.
- **Name & Address** — Duplicate Check will look for records with matching Names, Delivery Addresses and ZIP Codes.
- **Last Name & Address** — Duplicate Check will look for records with matching Last Names, Delivery Addresses, and ZIP Codes.
- **Key Field** — Duplicate Check will look for records containing data that exactly matches the contents of the key field. Any field in your list can be formatted as a key field.
- **Phone Number Only** — Duplicate Check will look for records with matching phone numbers.
- **Name & Phone** — Duplicate Check will look for records with matching names and phone numbers.

- **Phone Field to use** — Select the phone number you wish to check for duplicates from the pull-down menu (Phone #1 or Phone #2).

Suite Number

- **Ignore** — Duplicate Check will ignore suite numbers while looking for duplicate records.
- **Match To Blank** — Duplicate Check will view records as a match if they have the same address but one contains a suite number and the other does not. For example, the following records would be considered duplicates:

Record #	Address Field
49	100 MAIN ST #101
72	100 MAIN ST

- **Match Exact** — When Duplicate Check finds records with duplicate addresses, it will only tag records as duplicates if their suite numbers also match (suite numbers must be entered in the **Delivery Address** field).

Name Matching

- **Match To Blank** — Duplicate Check will view records as a match if they have the same phone number but one contains a name and the other does not. For example, the following records would be considered duplicates:

Record #	Name Field	Phone Field
101	Francis Wang	(949) 492-7000
189		(949) 492-7000

- **Match Exact** — When Duplicate Check finds records with duplicate addresses, it will only tag records as duplicates if their names also match.

Keep Record

- **Lowest** — For a set of duplicate records, Duplicate Check will keep the record with the lowest record number and tag the rest as duplicates.
- **Highest** — For a set of duplicate records, Duplicate Check will keep the record with the highest record number and tag the rest as duplicates.
- **In Master List** — For multiple lists, Duplicate Check will check for duplicate records against the secondary lists only, and not within the master list. Duplicate records will be tagged in the secondary lists, not in the master list. For more information on multiple lists, see **Multiple Lists** on page 60.
- **Most Complete** — Among a set of duplicate records, Duplicate Check will keep the record with the most information in the **Name** and **Address** fields and tag the rest as duplicates.

- **Mark Duplicates for Deletion** — Duplicate Check will automatically mark for deletion all but one dBase record it tags as duplicates. It will not mark records kept as originals. This check box must be selected for records to be marked for deletion, otherwise, duplicate records will only be displayed but not marked for deletion. Duplicate Check does not actually remove records from your list. Use the Pack feature in the Database Manager to remove records marked for deletion. For more information on the Pack feature, see **Packing Records** on page 146.
- **Save Settings As Default** — Duplicate Check will save the options you currently have selected so they can be applied to each new list.
- Click **Format** to format fields for Duplicate Check. For more information, see **Formatting Fields for Duplicate Check** on page 61.
- Click **Filter** to adjust the range of records being processed.
- Click **Cancel** to exit Duplicate Check and return to the main screen without saving any changes.
- Click **Go** to begin Duplicate Check.

MULTIPLE LISTS

Multiple Lists lets you find duplicates shared between two or more lists (up to 15 lists): the master list (which is the currently selected list) and secondary lists. Multiple Lists checks for duplicates in each list that is opened.

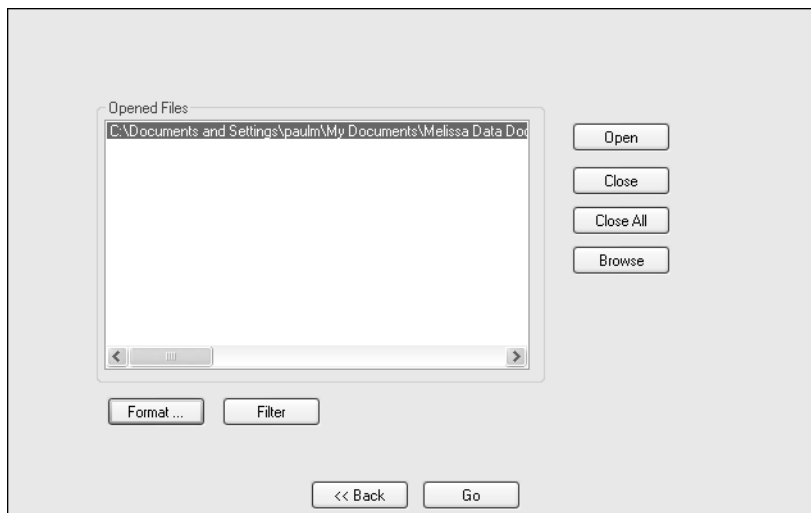
Duplicate Check will arrange your secondary lists in alphabetical order when it compares them to your master list. Multiple Lists will not actually combine lists or change record numbers.

The steps for Duplicate checking multiple lists have changed with the introduction of the new MAILERS+4 interface. Read the following steps carefully.

To use the multiple lists feature:

1. If you do not already have the master list open, select **File > Open** to open it.
2. Select **List > Duplicate Check > Multiple Lists**. The **Duplicate Check Options** dialog box opens. Make the appropriate selections. See **Running Duplicate Check** on page 58 for more information on the available options.
3. Click **Next**. The **Duplicate Check Multiple List Options** screen opens.
4. Click **Open**. MAILERS+4 displays an open file dialog.
5. Select the next database file or MAILERS+4 file to be included and click **Open**.
6. Click **Format** to format the new database, if necessary.
7. Click **Filter** to limit the records included from the new file.
8. Repeat for every file to be included in this duplicate check.

9. Select a file and click **Close** to remove it from the duplicate check. Click **Close All** to remove all of the secondary lists.



The Multiple List selection screen.

10. Click **Go** to begin processing your lists. Using its internal memory, Duplicate Check will temporarily add the secondary lists to the end of the master list.

FORMATTING FIELDS FOR DUPLICATE CHECK

Required Fields

The following fields must be formatted in order to run Duplicate Check. To format fields, click **Format** in the **Duplicate Check Options** dialog box.

- **Address** — The field that contains the address you want the Post Office to deliver the piece to.
- **City** — The field that contains the city name.
- **State** — The field that contains the state name or abbreviation.
- **ZIP** — The field that contains the 5-digit ZIP Code.
- **City/St/ZIP** — The field that combines the city, state, and ZIP Code. (This field is not required if the City, State, and ZIP fields are formatted.)
- **Full Name** or **Last Name** — The field in your list that contains the full name or last name (only required when locating duplicates by “Name & Address” or “Name & Phone”).

- **Phone Number** — The field in your list that contains the telephone area code and number (required if checking for duplicates by phone numbers).

Recommended (Optional) Fields

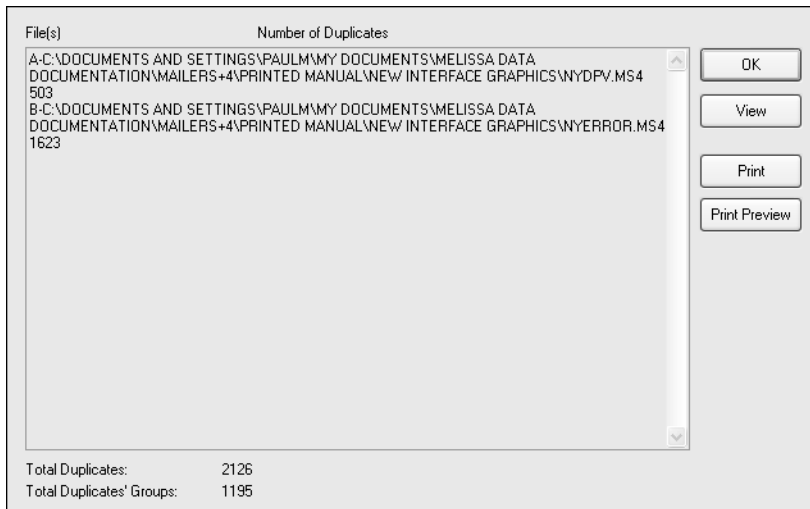
- **Dup Error** — A “D” in this field indicates the record is a duplicate. Search for records with a “D” in the “Dup Error” field when you are in your database management program and want to delete duplicate records.
- **Dup Group** — Duplicate Check assigns a number to each “group” of original and duplicate records. To see an original and its duplicates, index on the **Dup Group** field.
- **First Name** — The field in your list that contains the first name.

If you have not formatted fields for Duplicate Check, click the **Format** button in the Duplicate Check Options dialog box. See **Formatting Lists** on page 23 for more information.

See **Duplicate Check** on page 200 for information on fields available for formatting in Duplicate Check.

DUPLICATE CHECK RESULTS

When Duplicate Check has finished checking your list, a results screen will display. You can also view Duplicate Check results by selecting **List > Duplicate Check > Results** from the main screen.



The Duplicate Check Results screen

The results screen displays Duplicate Check results for both single and multiple lists. You can view duplicates by clicking **View**, and proof them before printing a report by clicking **Print Preview** and then **Print**.

VIEWING DUPLICATE RECORDS

If you click **View** from the **Duplicate Check Results** screen, a window displays showing all of the duplicate records that were all the duplicate records found according to the options set in the **Duplicate Check Options** dialog box. You can use your mouse to click on any record field before editing its contents with the insertion point.

If you used Multiple Lists, the letter "A" next to a record means that the record is in the primary list; the letter "B" ("C, D, E, and so on) means the record is in a secondary list. Use the arrow keys to move around in the window.

Tagging/Untagging Duplicate Records

The **Duplicate Check Results** screen allows you to see which records have been tagged as duplicates. These records have a narrow column on their far left-hand side with a black bar in it. This column is the **Delete** column. You must have formatted a **Dup Error** field in order to tag and untag records.

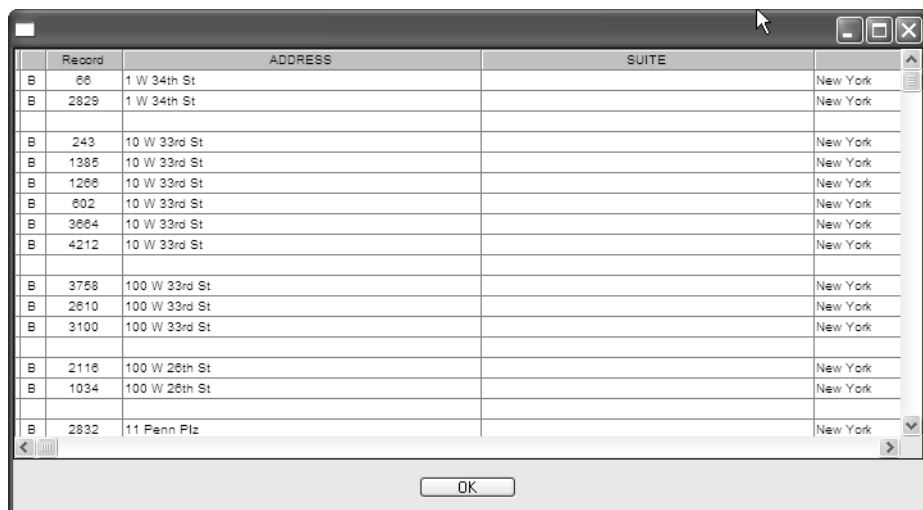
The **DELETE** and **INSERT** keys on your keyboard toggle the tagging and untagging of records as duplicates.

Pressing the **DELETE** key will retag this record for deletion. If you find a record that is tagged as a duplicate (that you want to keep), press the **INSERT** key to remove this mark from the **Delete** column.

Pressing the spacebar can be used to toggle the tagging and untagging of a record.

Deleting Duplicate dBase Records

When the **Mark Duplicates for Deletion** check box is selected (while using a dBase list), tagging records as duplicates will automatically mark them for deletion. This check box is normally disabled and must be selected to activate this feature. The narrow column before the first field is the **Delete** column. This column is filled in when records are marked for deletion. Using the **Delete** and **Insert** keys to tag and untag records as duplicates will toggle the marking and unmarking of the delete column. Use the Pack feature to remove tagged records from your list (For more information on the Pack feature, see **Packing Records** on page 146). Click **OK** to close this window.



Record	ADDRESS	SUITE	
B	66	1 W 34th St	New York
B	2829	1 W 34th St	New York
B	243	10 W 33rd St	New York
B	1385	10 W 33rd St	New York
B	1266	10 W 33rd St	New York
B	602	10 W 33rd St	New York
B	3664	10 W 33rd St	New York
B	4212	10 W 33rd St	New York
B	3758	100 W 33rd St	New York
B	2610	100 W 33rd St	New York
B	3100	100 W 33rd St	New York
B	2116	100 W 26th St	New York
B	1034	100 W 26th St	New York
B	2832	11 Penn Plz	New York

In this example, the records with the black marks in the left column have been marked for deletion

9

Presorting a List

OVERVIEW OF PRESORTING

Presorting is a procedure that allows the USPS to work faster and more efficiently. When you presort your mail, you are eliminating the need for the Post Office to do so. The savings to the Post Office in labor and resources are passed on to you, the mailer, in the form of lower postage rates for presorted mail.

MAILERS+4 takes care of the front end of the process of presorting. It will take your mailing list and sort it according to class, weight, size and quantity to create a presorted mailing for maximum savings. When the requested information is entered in the Presort Wizard, MAILERS+4 Presort will handle the process of figuring out which pieces qualify for each presort type and sort the list accordingly.

WHEN TO PRESORT MAIL

There are many different factors that govern whether you will receive any discount for submitting a presorted mailing. Keep in mind there can be more than one type of presort for which a mailing is qualified since size, weight, and distribution of the mailing are used to determine eligibility.

In general, the Post Office sets the following rules:

- Presorting is required for all Standard Mailings. The USPS defines Standard Mail as impersonal messages and marketing material. To qualify for Standard Mail® presort discounts, a list must have a minimum of 200 pieces or 50 pounds of mail.

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- Presorting is also recommended for First-Class Mail®, and discounts are offered for mailings with 500 or more pieces. First-Class Mail is defined as mail that contains bills, personal letters, or business transactions.

The numbers mentioned here are the minimum. A mailing that has the minimum number of pieces does not necessarily qualify for all presort discounts. However, you will not be able to presort your list unless you meet the minimum piece requirement.

Before presorting your list, you should run it through Address Check and Duplicate Check. This will ensure the accuracy of address data and the removal of duplicate records.

WHICH TYPE OF PRESORT TO USE

The content of your mailing list dictates the postal discounts that presorting provides. In general, the more pieces you group together by 3 or 5-digit ZIP Code, Destination, or Carrier Route and ZIP Code, the better the postage discounts you receive. Distribution of the proposed mailing is one way to judge eligibility. Nationwide mailings are unlikely to provide enough pieces to individual 5 or 9-digit ZIP Codes to qualify for rate reduction (although you will still receive an ADC or MADDC discount). Local or regional mailings may have enough pieces to qualify for a basic presort but lack the density (number of pieces going to a specified area defined by ZIP + 4, Carrier Route and so on) needed to qualify for higher discounts.

However, there are cases within a nationwide mailing when clusters of ZIP Codes are receiving enough mail to qualify for presorted rates. Qualifying for these rates can also be based on weight ratios. Although a particular mailing may not contain the quantity needed to qualify, the weight of the containers might meet the minimums set by the Post Office.

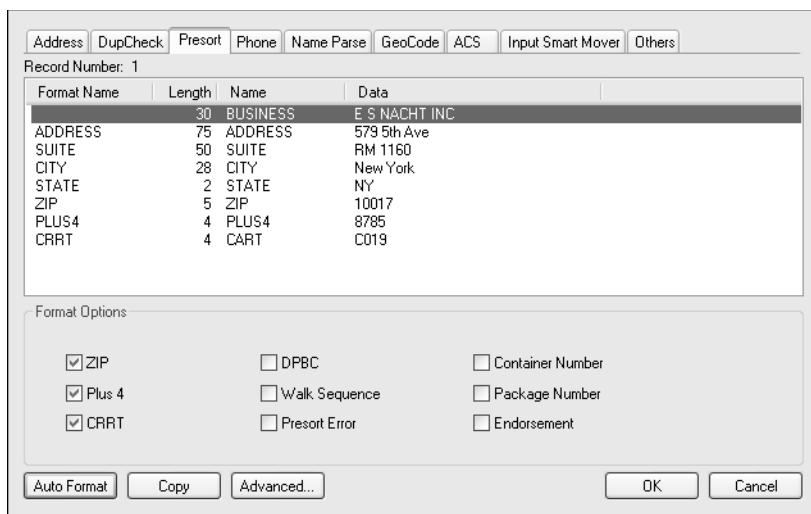
Since Presort calculates whether you have enough mail pieces to qualify for 5 and 3-digit rates, the Presort wizards will help you find your best discounts. We also suggest using Tally to evaluate your list (for more information on the Tally feature, see **Tally** on page 123).

FORMATTING FIELDS FOR PRESORT

To perform correctly, the Presort feature in MAILERS+4 needs to know where the data it requires is located in your list. If you have not already formatted fields for Presort, you need to do so before you start. For more information on formatting lists, see **Formatting Lists** on page 23.

To access the Presort formatting screen, follow these steps:

1. Select **File > Format Fields**, or click **Format** in the **Presort Wizard Suggested Mailings** screen.
2. Click the **Presort** tab.



The Presort Format screen is a dialog box with tabs: Address, DupCheck, Presort, Phone, Name Parse, GeoCode, ACS, Input Smart Mover, and Others. The Presort tab is active. It shows 'Record Number: 1' and a table of format fields. Below the table are 'Format Options' with checkboxes for ZIP, Plus 4, CRRT, DPBC, Walk Sequence, Presort Error, Container Number, Package Number, and Endorsement. At the bottom are buttons for Auto Format, Copy, Advanced..., OK, and Cancel.

Format Name	Length	Name	Data
	30	BUSINESS	E S NACHT INC
ADDRESS	75	ADDRESS	579 5th Ave
SUITE	50	SUITE	RM 1160
CITY	28	CITY	New York
STATE	2	STATE	NY
ZIP	5	ZIP	10017
PLUS4	4	PLUS4	8785
CRRT	4	CART	C019

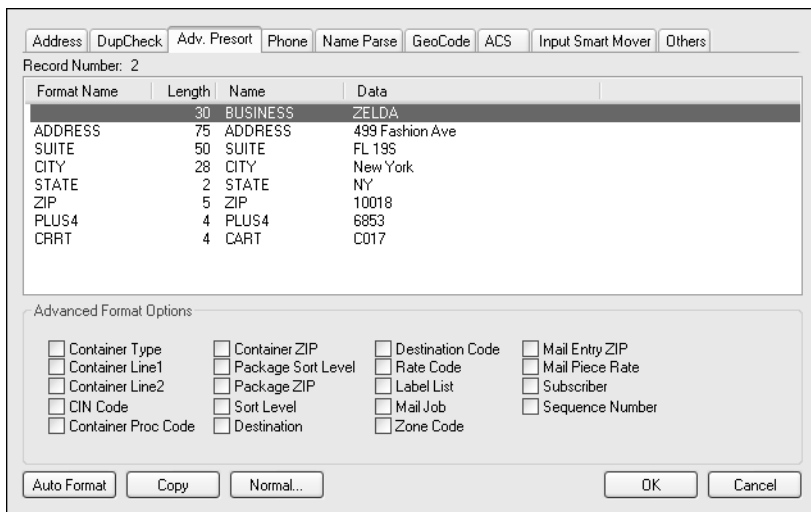
Format Options:

☒ ZIP ☐ DPBC ☐ Container Number
☒ Plus 4 ☐ Walk Sequence ☐ Package Number
☒ CRRT ☐ Presort Error ☐ Endorsement

Auto Format Copy Advanced... OK Cancel

The Presort Format screen

3. Format the required fields for Presort. Experienced users can access additional Presort fields by clicking the **Advanced** button. To exit and return to the previous Presort format screen, click **Normal**.



The Presort Advanced Format screen is a dialog box with tabs: Address, DupCheck, Adv. Presort, Phone, Name Parse, GeoCode, ACS, Input Smart Mover, and Others. The Adv. Presort tab is active. It shows 'Record Number: 2' and a table of format fields. Below the table are 'Advanced Format Options' with checkboxes for various advanced options. At the bottom are buttons for Auto Format, Copy, Normal..., OK, and Cancel.

Format Name	Length	Name	Data
	30	BUSINESS	ZELDA
ADDRESS	75	ADDRESS	499 Fashion Ave
SUITE	50	SUITE	FL 195
CITY	28	CITY	New York
STATE	2	STATE	NY
ZIP	5	ZIP	10018
PLUS4	4	PLUS4	6853
CRRT	4	CART	C017

Advanced Format Options:

☐ Container Type ☐ Container ZIP ☐ Destination Code ☐ Mail Entry ZIP
☐ Container Line1 ☐ Package Sort Level ☐ Rate Code ☐ Mail Piece Rate
☐ Container Line2 ☐ Package ZIP ☐ Label List ☐ Subscriber
☐ CIN Code ☐ Sort Level ☐ Mail Job ☐ Sequence Number
☐ Container Proc Code ☐ Destination ☐ Zone Code

Auto Format Copy Normal... OK Cancel

The Presort Advanced Format screen

Required Basic Fields

The following fields must be formatted for using Presort:

- **ZIP** — Necessary for all mail sorting options.
- **Plus4** — Required for automation mailings if the ZIP field does not have Plus4 Codes.
- **CRRT** — Used for Carrier Route sorting and it contains the Carrier Route code. This code is needed to sort First-Class Automation letters, ECR Automation Basic, Line of Travel (LOT), High Density, Walk Sequence, and ECR Regular mailings by individual carrier routes.

Required ECR Fields (Automation and Non-automation)

The following fields are used when presorting for the Enhanced Carrier Route subclass level.

- **LOT (Line-of-Travel) Number** — This field contains the Line-Of-Travel number required for sortation in the Standard Mail, Enhanced Carrier Route subclass of the LOT Basic rate. It is available on the **Advanced Address Check Format** screen.
- **LOT (Line-of-Travel) Order** — This field uses the letters “A” or “D” to indicate an ascending or descending Line-of-Travel order. It is available in the **Advanced Address Check Format** dialog box.
- **Walk Seq** — This field contains a Walk Sequence number which allows your mail to be presorted in Walk Sequence order. The Walk Sequence number is required for Walk Sequence and High Density mailings. Walk Sequence mailings must be delivered to the Post Office with the proper paperwork, including a Walk Sequence Production Certificate, within 90 days of the Walk Sequence certification date. You must submit your mailing list to a postmaster or USPS licensed service bureau in order to get a walk sequence number assigned to the valid records in your list. The Walk Sequence processing of your list is called DSF.

If your list is in Walk Sequence order, it does not need to be presorted. You can print labels from this list in record order.

- **Delivery Point** — This field contains a 3-digit number composed of two numbers and a “correction digit.” These numbers, added to the 9-digit ZIP + 4 code, make up the Delivery Point Barcode and are needed for ECR regular Line-Of-Travel mailings and for the printing of accurate Delivery Point Barcodes.

Recommended Fields

- **Endorsement** — This field contains the optional endorsement line sort type code that can be included on your mailing labels.
- **Presort Error** — Presort inserts a “P” in this field if it finds invalid information for that record.

To facilitate the preparation of mail pieces in packages and containers, you can format the following fields:

- **Pkg Number** — Pieces sharing this number are to be bundled together and delivered in package number order to the Post Office.
- **Container Number** — This number identifies the container to which a piece or package of pieces belongs.

If your mailing piece dimensions are over 10" long or 4 5/8" (4.625") high, Presort will use the EMM container size to determine how to place mail pieces in 2' EMM trays (1' trays will not be used).

ADDITIONAL PRESORT FIELDS

The following fields are not required or necessary for you to complete your mailing and much of it is summarized on the various reports and postage statement. They are included for your use if you wish to store the information in your database. For more information about these fields, see your copy of the DMM from the U.S. Postal Service®.

- **Container Type** — Returns a one-character designator for the type of container assigned to the current mail piece.
- **Container Line1** — Returns the first line of the label for container assigned to the current mail piece.
- **Container Line2** — Returns the second line of the label for container assigned to the current mail piece.
- **CIN Code** — Returns the three-digit Content Identifier Number for the current mail piece.
- **Container Proc. Code** — Returns the two-digit processing code for the tray assigned to the current mail piece.
- **Sort Level** — Returns the code for the sortation level of the container assigned to the current mail piece. See the table on page 222 for the possible values.
- **Container ZIP** — Returns the ZIP Code of the destination for the container assigned to the current mail piece.
- **Package Sort Level** — Returns the code for the sortation level of the package assigned to the current mail piece. See the table on page 222 for the possible values.
- **Package ZIP** — Returns the ZIP Code of the destination for the package assigned to the current mail piece.
- **Destination** — When presorting for SCF/NDC/DDU destination discounts, this field's 6 or 8-digit code (for example, SCFxxx) specifies the facility for which the record qualifies.

- **Destination Code** — Returns the code for the destination discount assigned to the current mail piece. See the table on page 223 for a list of possible values.
- **Rate Code** — Returns the code for the postage rate assigned to the current mail piece. See the table on page 223 for a list of possible values.
- **Label List** — Returns a reference to the table number from the DMM containing routing information to confirm the rate code of the current mail piece. To look up the value returned on the Internet, see http://pe.usps.gov/text/dmm300/labeling_lists.htm.
- **Mail Job** — Returns the mail job code assigned to the current mail piece. See the table on page 221 for a list of possible values.
- **Zone Code** — Returns the zone abbreviation for the current mail piece. Applies only to Periodicals mailings.
- **Mail Entry ZIP** — Returns the ZIP Code for the entry unit of the current piece.
- **Mail Piece Rate** — Returns the actual postage costs of the current mail piece.
- **Sequence Number** — Returns a number that designates the current mail piece's position in the Presorted list.

AUTOMATION VS. NON-AUTOMATION

Automation mailings receive lower rates than most non-automation mailings. MAILERS+4 will allow you to do a Standard (A) Non-automation mailing of less than 200 pieces or 50 pounds if it is mailed with an Automation mailing that meets the 200 piece or 50 pound qualification requirement.

Automation

- 100 percent of the final mailing must be CASS Certified and contain information to generate Delivery Point codes (9-digit ZIP + 4 plus 2-digit Delivery Point code). ZIP + 4 and Delivery Point codes can be appended to addresses in Address Check. You can print Delivery Point codes on your mailing labels using Print Labels.
- Addresses must be verified using CASS Certified software (such as Address Check) every six months.
- Carrier Route information must be updated using a CASS-certified process (such as Address Check) within 90 days before mailing.
- Barcoded container labels are required.

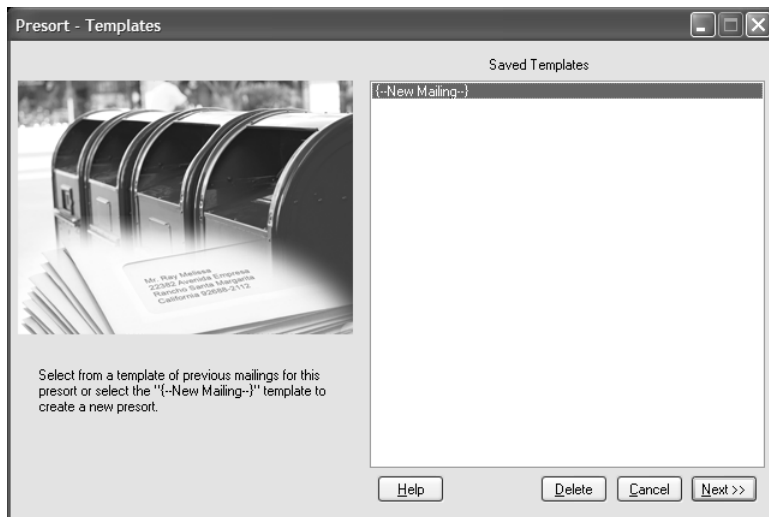
Non-automation

- Address-checking software must be used once a year to match addresses to correct 5-digit ZIP codes.

PRESORT MAILING WIZARD

MAILERS+4 contains a Presort wizard that makes it very simple to prepare your presort mailing. To start the Presort wizard, select **List > Presort > Options**.

Selecting a Template



Selecting a presort mailing template

Begin the process of presorting your mailing by selecting an existing template (saved from a previous mailing) or **New Mailing** (to create a new template). If this is your first Presort in MAILERS+4, you will not have saved templates to choose from and **New Mailing** will be selected by default.

Presort Settings

After selecting a Presort template, MAILERS+4 displays the Presort Settings screen.

Presort Settings

The Presort Settings screen is where you select or set the following options:

Post Office of Mailing

The **Post Office of Mailing** is the Post Office where you will be depositing this mailing with the USPS. If this is your first Presort in MAILERS+4 or you wish to use a different Post Office for this mailing, type the City, State, and ZIP + 4 (the +4 field is optional) of the Post Office your current mailing will originate from. To use this Post Office for future mailings, select the **Save as default** check box.

Mail Class

- **First-Class** — First-Class mailings are defined by the USPS as bills, personal letters or business transactions. For CASS certification, First-Class mailings require a minimum of 500 pieces. Lists for First-Class mailings are also required to have Move Update verification performed on them within 95 days prior to their mailing date.
- **Periodical** — The USPS defines periodicals as subscription publications issued at least 4 times a year at specified intervals.
- **Standard** — Standard Mail (A) is defined by the USPS as impersonal messages or promotional pieces. For CASS certification, Standard (A) mailings require a minimum of 200 pieces or 50 pounds. Lists for Standard mailings are also required to have Move Update verification performed on them within 95 days prior to their mailing date.

Mail Piece Type

Select Postcard, Letter/Card, or Flat to match the piece type of your mailing. Consult the Domestic Mail Manual (DMM[®]) if you are not sure of the requirements for each piece type.

Rate Type

- **Profit** — Applies to regular mail outside the nonprofit category.
- **Nonprofit** — The processing of Nonprofit Mail is exactly like Standard Mail (A). The difference is in the rates that are charged. USPS Nonprofit rate authorization is required prior to mailing.
- **Classroom** — A special Periodicals rate available to educational, scientific, or religious publications that are used for scholastic or religious instruction.
- **Science of Agriculture** — A special Periodicals rate for agrarian publications (70% of the subscribers must be rural residents).

My Post Office of Mailing

Specify if you will be taking your mailing to a **SCF (Sectional Center Facility)** or a **NDC (Network Distribution Center)**. Depending on your selection, the mailing will be prepared differently, which in turn will affect your rate.

Sample Size and Weight

You must take a sample of your mailing and enter its dimensions and weight in order to determine the minimum and maximum container quantities. You will need to determine the height and width of a single mail piece, in addition to measuring the thickness and weight of a 10-piece (or greater) sample, to get accurate results. Using this data, Presort will automatically divide the thickness and weight by the sample number to find the average for each mailing piece.

1. In the **Number of pieces in sample** field, type the number of mail pieces (for example, 10) in your sample.
2. In the **Sample Thickness in inches** field, type the measured thickness of your sample (all 10 pieces).
3. In the **Sample Weight in** field, type the weight, in ounces or pounds, of your sample (all 10 pieces).
4. In the **Height of mail piece in inches** field, type the height (in inches) of a single piece of your mailing.
5. In the **Width of mail piece in inches** field, type the width (in inches) of a single piece of your mailing.
6. In the **Aspect Ratio** field, type the Width/Height ratio. The Aspect Ratio is the dimension of a mail piece expressed as a ratio of length (the direction parallel to the address) divided by height. You must meet USPS range requirements (1.3 to 2.5) to qualify for

postal discounts. **The Aspect Ratio requirement only applies to Automation Letters and Cards.**

7. Select the **FSM 1000** check box if your Post Office of mailing has this machine. This will allow you to presort oversize flats as part of your mailing.
8. In the **Mail Processing Type** area, select the **Nonmachinable** check box if the mail pieces in your mailing must be processed manually because of their size, shape, content, or address legibility.

To follow the USPS method of calculating sample thickness, place 10 to 20 mail pieces in a container and tilt it at 45 degrees. After the pieces have compressed naturally you can measure the thickness of the stack (when calculating your sample thickness, allow for rubber bands and adhesive labels).

Postage Statement Information

From the **Presort Settings** screen, click **Next**. The **Postage Statement Information** screen displays.

The screenshot shows a 'Presort' dialog box with the following fields and sections:

- Permit Holder:** Name (Ray Melissa), Company (Melissa Data), Address (22382 Avenida Empressa), City (RSM), State (CA), ZIP (92630), Phone (949-589-5200), Email (ray@melissadata.com), Permit # (123456789).
- Prepared For:** Name, Address, City, State, ZIP, Phone.
- Mailing Agent:** Name, Address, City, State, ZIP, Phone.
- Payment:** Radio buttons for Meter (selected), Imprint, Stamp. A text field for 0.1 and a checkbox for 'Save as default'.
- Additional Information:** Seq. #, Mail Date (10/20/201), Agency Code, CAPS/CTAS, Customer #.
- Move Update Method:** Radio buttons for Ancillary Service, ACS, OneCode ACS, FASTforward, Alternative, n/a Alternative Address, NCOALink (selected), Multiple.
- Buttons:** Cancel, << Back, Next >>.

Entering postage statement information

If a mailing will be sent using the permit of a third party (not the user or list owner), enter the requested "Mailing Agent" information in the fields provided. Additional information may also be required, such as the actual "Mail Date," "Seq (Sequence) #," "Receipt #," "Customer #," "Agency Code," and "CAPS/CTAS" (Centralized Account Processing System) number.

Select the **Move Update Method** that you employ from the options on the right side of this dialog. This information will be included on the Postage Statement.

Before clicking **Next** to advance to the **Select Mailings** screen, choose a postage payment option and whether or not to save your entries as the default setting.

Periodicals

If you selected the Periodicals mail class as the Mailing Type, the **Periodical Information** screen displays.

Publication Information

1. In the **Publication Name** field, type the name of your periodical (for example, MAILER'S MONTHLY).
2. In the **Publication #** field, type the issue number of your periodical (for example, VOL 2, ISSUE 8).
3. In the **Date of issue** field, type the publication date of your periodical (for example, AUGUST 1999).
4. In the **Frequency** field, type the annual number of issues for your periodical (quarterly is the USPS minimum).
5. In the **Edition code/key** field, type an identifying code for the periodical edition (for example, morning, evening, and so on).
6. In the **Advertising %** field, type the percentage of advertising copy in your periodical (for example, 34.28).
7. If **Barcoded Mail** is checked, MAILERS+4 will use the barcoded rate for any pieces. If the box is unchecked, the unbarcoded rate will be used for all pieces in the mailing.
8. Select the **Use In-County** check box to receive an In-County discount for mail delivered within your county of mailing (Presort provides the County Number). The FIPS code of qualifying records must match your Post Office FIPS code.

The County Number is a 3-digit code that is taken from the Post Office of mailing ZIP Code and it also appears in the FIPS code.

You must have a formatted FIPS field in your mailing list (with the correct 5-digit code information) to qualify for In-County rates (Address Check can provide this information).

Specifying information for periodicals

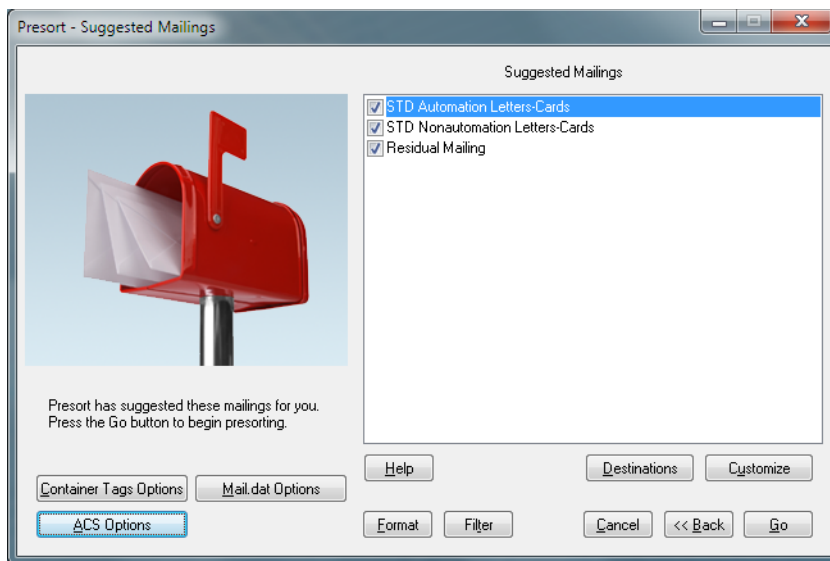
9. In the **Subscribers** box, select **All** if all of your records are subscribers, **None** if all of your records are nonsubscribers, and **Subscriber field** if your list has a field to indicate the records that contain a subscriber. **The USPS defines a subscriber as an individual or organization that is paying more than a nominal rate for a specified period.**
10. In the **Additional Information** box, select the **News** check box if your periodical is published once a week or more.

PREPARING A PRESORTED MAILING

As with any function within MAILERS+4, you must first have a list opened and formatted (see **Opening a Mailing List** on page 15 and **Formatting Lists** on page 23 for more information).

1. Open the Presort Wizard by selecting **List > Presort > Options**. The Presort Wizard screens takes you sequentially through the presort process (see **Presort Mailing Wizard** on page 71), prompting you at each step for the required information.
2. When you have entered all the necessary information, the **Presort Wizard Suggested Mailings** screen displays.

T



The Presort Wizard Suggested Mailings Screen

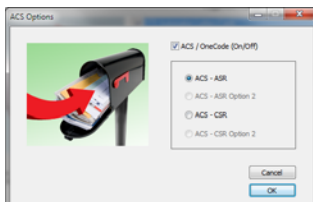
From here you can **Format** your list for Presorting, **Filter** your records to include a desired Presort range, add or remove SCF/NDC/DDU **Destinations**, **Customize** your list by including additional data in your mailings, or go **Back** to return to the previous screen.

You can deselect a mailing in the Suggested Mailings window by selecting its check box to remove the check mark. This mailing will not be processed when you presort your list.

3. Click **Go** when you are ready to begin, or **Cancel** to exit and return to the main screen.

ACS Options

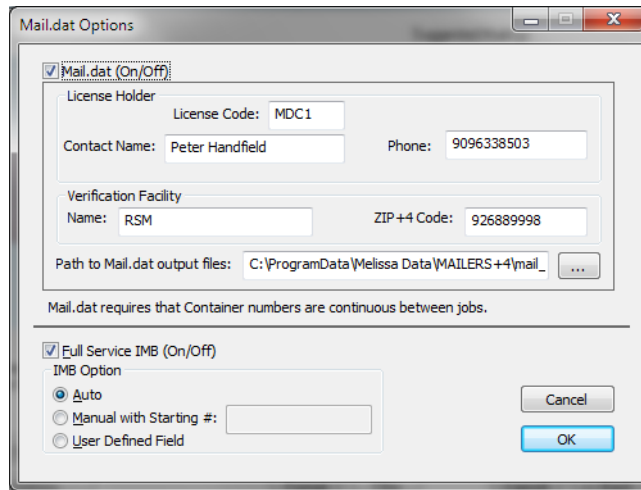
When you chose either ASC or OneCode ACS as your Move Update method, you will need to choose what type of ACS to run. Your choices will be: ASR Option 1; ASR Option 2; CSR Option 1; and CSR Option 2.



If you are not sure what type to choose, you can ask your Post Master or refer to the OneCode ACS Technical Guide which is available on the [RIBBS Web site](#).

Mail.dat Options

Mail.dat options are only available if you are doing First-Class or Standard mailing.



The image shows a Windows-style dialog box titled "Mail.dat Options". It contains several input fields and checkboxes. At the top, there is a checked checkbox labeled "Mail.dat (On/Off)". Below this, there are three sections: "License Holder" with a "License Code" field containing "MDC1"; "Contact Name" with a field containing "Peter Handfield" and a "Phone" field containing "9096338503"; and "Verification Facility" with a "Name" field containing "RSM" and a "ZIP+4 Code" field containing "926889998". Below these is a "Path to Mail.dat output files:" field with the text "C:\ProgramData\Melissa Data\MAILERS+4\mail_" and a browse button "...". A note states "Mail.dat requires that Container numbers are continuous between jobs." At the bottom, there is a checked checkbox labeled "Full Service IMb (On/Off)". Below this is an "IMb Option" section with three radio buttons: "Auto" (selected), "Manual with Starting #:" (with an empty field), and "User Defined Field". There are "Cancel" and "OK" buttons at the bottom right.

Mail.dat

You will need to pass the TEM test from the USPS in order to submit your mail.dat files.

- **License Code** - This is the code that IDEAlliance assigns you when you sign up to do Mail.dat. It is sometimes called "Provider Code" by IDEAlliance.
- **Contact Name** - The person the Post Office should contact if there is a problem with the mailing.
- **Phone** - The contact Name's phone number.
- **Verification Facility Name** - The name of the post office where you drop off your mail.
- **Verification Facility Zip+4 Code** - the ZIPcode and plus 4 of your Post Office.
- **Path to Mail.dat output files** - The directory where you want the Mail.dat file outputted to.

Full Service IMb

- **Auto** - Mailers+4 will automatically generate the IMb serial number.

- **Manual with Starting #** - this allows you to choose the starting IMb Serial number.
- **User Defined Field** - This is if you have formatted a field in your database as IMb serial number.

Destinations (SCF/NDC/DDU)

Bringing Standard Mail to a Sectional Center Facility (SCF), Network Distribution Center (NDC) or a Destination Delivery Unit (DDU) can reduce postage costs substantially. (DDU is only available for CRRT sort.)

The USPS requires at least 200 pieces or 50 pounds to be mailed from a destination in order to qualify for a destination discount. To find out if your mailing may qualify for SCF or NDC discounts, run Tally on your list (see **Tally** on page 123 for more information). DDU qualified pieces can be totaled using your database manager. If you have more than 200 records, or enough records to account for 50 pounds or more of mail going to a single SCF, NDC, or DDU, you may get a destination discount if you mail those pieces directly from that SCF/NDC/DDU.

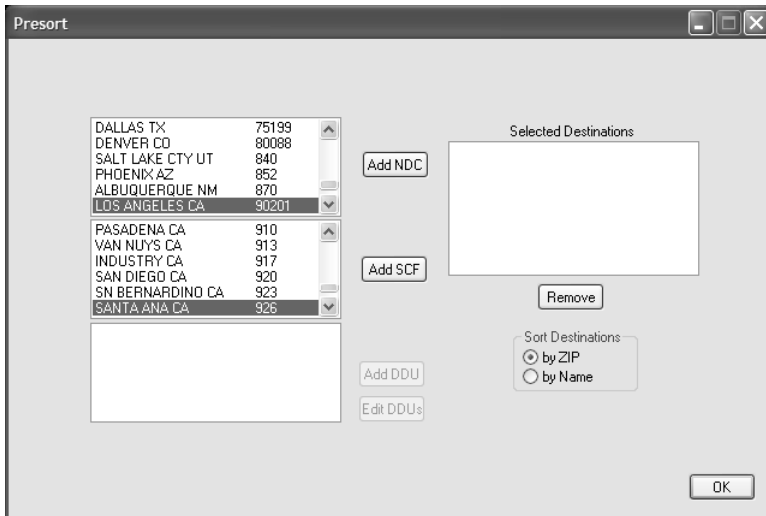
If you have enough pieces to qualify for SCF/NDC/DDU discounts, Presort will sort each SCF/NDC/DDU group separately (See **Mailing Results** on page 85).

You may wish to compare the labor costs involved in preparing and delivering Destination Discount mailings with the resulting savings in postage.

Selecting Destinations

Presort will highlight the SCF/NDC destination closest to the ZIP Code in the **Post Office of mailing** screen. The **Destination Discounts** screen lists all SCFs and NDCs loaded in the program. However, as a result of the large number of DDUs, the DDU list has been intentionally left blank, so you must enter your DDU information before Presort will process data to that level.

If a selected DDU Destination has more than one ZIP Code, you can include all its ZIP Codes at the same time instead of adding the DDU with each ZIP Code (for example, 92614, 92615, 92616 for Irvine). The first ZIP Code you enter must be the ZIP Code for your DDU's Post Office.



The Destinations dialog box

To select or deselect NDC/SCF/DDU locations:

1. Click **Destinations** in the **Presort Wizard Summary** screen. The **Destination Discounts** dialog box opens.
2. Click on a facility's name, and then click **Add SCF**, **Add NDC**, or **Add DDU**, to choose the desired destination. Your choice appears in **Selected Destinations** box.
To remove NDC, SCF, or DDU destinations, highlight the facility you wish to remove in the **Selected Destinations** box, and then click **Remove**. That facility will be removed.
3. To add or remove DDU facilities, click **Edit DDUs**. When the **DDU Editor** dialog box opens, click **New** or **Delete** to modify data in the Destination fields. Click **OK** or **Cancel** to accept or ignore your changes.
4. In the **Sort Destinations** box, click **by ZIP** or **by Name** to indicate how destinations will be displayed in the list boxes.
5. Click **OK** to save your destination data and return to the **Presort Options** screen.

Customized Options

MAILERS+4 provides customized options for various types of presort mailings. Depending on the type of presort mailing you are doing (postcard, letter/card, or flat), the available options will vary slightly.

Standard Letter/Card

Presort

LOS ANGELES CA 90125
STD LT 5D CR-RT BC
LOS ANGELES CA 90099

956035211 123456 000 000021

Tray Min/Max pieces

Minimum 2ft 425 Maximum 2ft 500
Minimum 1ft 208 Maximum 1ft 244

Packaging

Maximum Package 4" 6" # of pieces
142

Barcoding

☒ Barcoded Mail

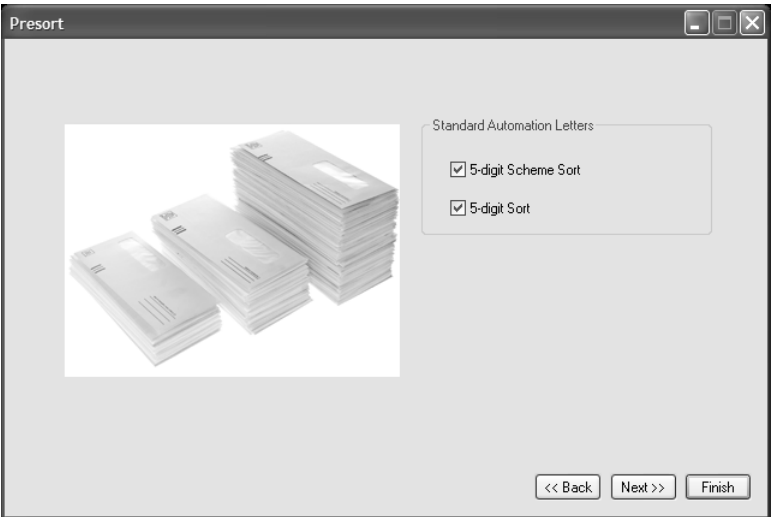
Heavy Letter

☐ Get discount

Default << Back Next >> Finish

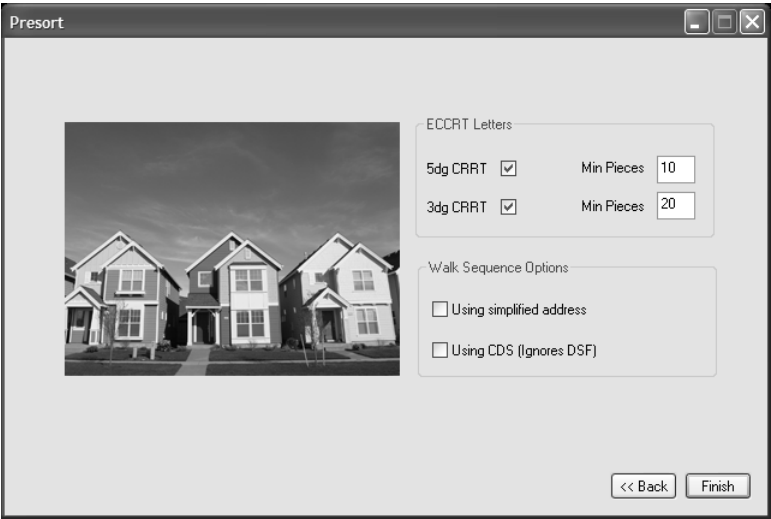
Tray Options screen

The **Tray Options** screen lets you specify the minimum and maximum number of mail pieces that will be contained in each tray and in each package. You can also specify if the mailing will be barcoded or not.



Sort Options screen

The **Sort Options** screen lets you determine if a 5-digit sort or 3-digit sort should be used. If the 5-digit sort options are not selected, a 3-digit sort will be used.



Sort Options screen

The options in this screen let you specify the minimum number of pieces and walk sequence options.

Standard Flat/First-Class Postcard

The screenshot shows a window titled "Presort" with a sample postcard on the left and configuration options on the right. The postcard is for "LOS ANGELES CA 90125" with a barcode and the number "956035211 123456 000 000021". The options on the right include:

- Flat Tub Min/Max pieces:** Minimum 640, Maximum 900, Max Stacks 1.
- Packaging:** Maximum Package 4" to 6", # of pieces 480.
- Co-Tray Auto/Nonauto:** ☒ Enable Co-Traying.

At the bottom are buttons for "Defaults", "<< Back", "Next >>", and "Finish".

Sack Options screen

The **Sack Options** screen lets you specify the weight for each mail sack, to prevent the sack from being too heavy to be carried. Depending on the weight of the sack, the number of mail pieces in the sack will differ. You can also specify the maximum size of each package, and the number of pieces within the package.

Periodicals (Letters)

The screenshot shows a window titled "Presort" with a light gray background. It contains three main sections of input fields:

- Automation Tray Min/Max pieces:** A group box containing four input fields: "Maximum 2ft" (500), "Minimum 2ft" (425), "Maximum 1ft" (244), and "Minimum 1ft" (208).
- Sort Level Minimum pieces:** A group box containing five input fields: "CRRT Direct" (24), "CRRT 5-digit" (6), "5-digit" (24), "3-digit" (24), and "ADC" (24).
- Packaging:** A group box containing a "Maximum Package" section with a horizontal slider between "4" and "6" inches, and a "# of pieces" input field (142).

At the bottom right, there are four buttons: "Defaults", "<< Back", "Next >>", and "Finish".

Tray Options screen for periodicals

This screen lets you specify the minimum and maximum number of pieces for each tray size, and the number of pieces in each sort level. You can also specify the number of pieces for each package.

Periodicals (Flats)

The customize screen for Periodicals flats contains two additional check boxes for optional tray preparation. According to DMM 707.25.6:

As an option, mailers may place in flats trays machinable pieces prepared that would normally be placed in sacks. Mailers must either bundle or group together all pieces for each 5-digit scheme, 5-digit, 3-digit scheme, 3-digit, SCF, and ADC destination. Bundling is not permitted unless it achieves a finer presort than the presort destination of the tray. The trays are subject to a container charge, and any bundles are subject to a bundle charge.

- Check **Tray Preparation** to use this option.
- Check **Do Grouping** to using grouping instead of bundling.

MAILING RESULTS

The **Mailing Results** screen appears when presorting is finished. You can also reach this screen by selecting **List > Presort > Results**.

Mailing	Containers	Packages	Pieces	Amount
"None Qualified" Enhanced CRR TWS/HD/LOT Let...	0	0	0	0.000
STD Automation Letters	8	0	2676	646.481
STD Nonautomation Letters	4	0	349	90.245
Residual Mailing	1	1	10	61.000

Presort Time: 7.266 seconds Total pieces: 3035 Total cost: 797.726

Any mailing identified by "None Qualified" indicates that the mailing did not have enough pieces to create a valid mailing.

Next >> Finish

The Presort Results screen

A piece count is displayed for each mailing your list was sorted to, in addition to the total cost for sorting by that option. All pieces that do not qualify for presort discounts will be displayed as a Residual Mailing. There is also a summary of the total pieces to be mailed, overall postage costs, and savings compared to unsorted.

After presorting your list, you can view or print presort reports and print your labels using the Print Labels feature (see **Printing Labels** on page 89) or export your list in presorted order to print labels in another program.

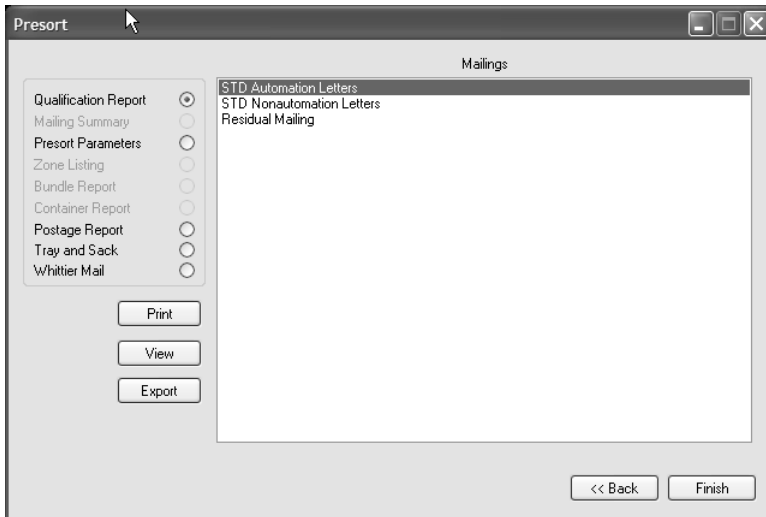
PRESORT REPORTS

Mailing reports contain tray numbers, package types, 5-digit ZIP Codes, 3-digit ZIP Codes, 3 and 5-digit ZIP Code schemes, Carrier Routes, EMM containers (where applicable) plus totals for each classification.

Viewing, Printing, and Saving Reports

From the **Mailing Results** screen, click **Next**. The **View Reports** screen displays.

On the **Reports** screen, users can choose which reports to include with their mailing. Simply click the desired mailing in the **Mailings** area, and then select a desired report option.



The Presort Reports Screen

- **Qualification Report** — (Required) This report provides a detailed summary of the contents of each container.
- **Mailing Summary** — This report provides a brief summary of the information returned in the qualification report.
- **Presort Parameters** — This report provides a summary of the sortation and options selected for the current mailing.
- **Zone Listing** — This report only applies to Periodicals mailings. It is only available when the Periodical mailing class is selected from the Presort Wizard.
- **Bundle Report** — Also used only for Periodicals.
- **Postage Report** — (Required) This report produces the Postage Statement for the current mailing.
- **Tray and Sack Tags** — This option prints the container tags for this mailing in the standard IMB format.
- **Whittier Mail** — This option outputs the container tags in a file formatted for use with Whittier Mail printers.

Once a report has been selected, click **Print** to create a hard copy, **View** to view a PDF version of the report, and **Export** to output the selected mailing (in Presort order) using the same format as your list.

EXPORTING LISTS IN PRESORTED ORDER

Only mailing lists with the `.dbf` or `.txt` extensions can be exported in presorted order. Mailing lists created in Microsoft Excel or Microsoft Access cannot be exported.

MAILERS+4 can export your mailing list in presorted order. This feature is particularly useful if you create a mailing template in another program and want to mail merge your list with it. For more information on the MAILERS+4 Mail Merge feature, see **Mail Merge+** on page 161.

To export your list from MAILERS+4 in presort order:

1. Select **List > Presort > Results**.
2. Click **Next** until you arrive at the **Presort Reports** screen.
3. Click **Export**. The **Save As** dialog box opens.
4. Type a name for your presorted list and choose the directory you want to save your list to.
5. Click **Save**.

After exporting a list, you will have a file you can use for your mail merge. MAILERS+4 Presort will export your list in the format in which it was opened (dBase files are exported as dBase files, and so on). The program also saves all the fields that exist in each record, not just the information that has been formatted in MAILERS+4.

BACKING UP PRESORT TEMPLATES

MAILERS+4 allows you to save your presort settings as a template that can be re-used every time you presort a list without having to select the various options again. These settings are stored in a file called `mp4w32.dat` in the MAILERS directory.

The backup files allow you to restore your MAILER+4 settings if the original files are overwritten or lost for any reason.

10

Printing Labels

You can print mailing labels, envelopes, and container tags directly from MAILERS+4 using the Print Labels feature.

This feature lets you design your own label layout using fields from your list. You can even add extra text to all your labels and save a layout for future mailings. You can also specify the order of your label printing by putting labels in record, presort, or ZIP Code order. Before you begin, however, you must have a formatted list open in MAILERS+4.

WHEN TO USE PRINT LABELS

In order to receive the best postage rates and quickest delivery time, we recommend running your list through Address Check, Duplicate Check, and Presort before printing labels for a mailing. In Address Check, MAILERS+4 can verify and standardize addresses and ZIP Codes in your list, as well as add +4, Carrier Route, and other postal codes. Presort puts records in the proper order to receive postage discounts. You must run a list through Presort in order to print labels in presort order.

PRINTING LABELS

To print labels, select **List > Print Labels > Address Labels**. The **Form** tab for printing labels displays.

In this chapter...

When to Use Print Labels	89
Printing Labels	89

Form Tab

Defining a Label Type

To define the label type, choose the desired label. The **Selected Label** field displays the label type currently selected (the type of label you will be printing on). The selected label is also highlighted in the **Label Description** column.

- To change label types, click the desired label. If your label is not listed, you can edit existing label types or create new ones. For more information, see **Editing a Label Type** on page 90 or **Creating a New Label Type** on page 92.
- To remove a label type, highlight it and click **Delete**.
- To reload default forms for all your labels and to undo the changes you made to them, click **Restore**.

After defining your label on the **Form** tab, click **Next**.

Label Description	Dimensions	Across
Avery # 4030 (DMatrix)	15/16" x 3 1/2"	2
Avery # 4031 (DMatrix)	15/16" x 3 1/2"	3
Avery # 4032 (DMatrix)	1 7/16" x 4"	2
Avery # 4033 (DMatrix)	1 7/16" x 4"	3
Avery # 4035 (DMatrix)	1 15/16" x 3 1/2"	1
Avery # 4060 (DMatrix)	1 7/16" x 3 1/2"	1
Avery # 4062 (DMatrix)	1 7/16" x 3 1/2"	3
Avery # 4065 (DMatrix)	15/16" x 4"	1
Avery # 4067 (DMatrix)	15/16" x 4"	3
Avery # 4076 (DMatrix)	2 15/16" x 5"	1
Avery # 4109 (DMatrix)	15/16" x 3 1/3"	4
Avery # 4143 (DMatrix)	15/16" x 4"	2
Avery # 4144 (DMatrix)	15/16" x 2 1/2"	3
Avery # 4145 (DMatrix)	15/16" x 3 1/2"	1
Avery # 4146 (DMatrix)	1 7/16" x 4"	1
Avery # 5161 (Laser)	1" x 4"	2
Avery # 5162 (Laser)	1 1/3" x 4"	2
Avery # 5163 (Laser)	2" x 4"	2

The Form tab

Editing a Label Type

If your label format is not listed in the **Form** tab, you can edit an existing label (for example, if your label is 3 x 15/16 1-Up, select a 4 x 15/16 label type).

1. Select a label in the **Forms** tab. The label appears in the **Selected Label** field.
2. Click **Edit**.

Label Description:

Definition		Options	
Height	<input type="text" value="1"/> in.	Top Margin	<input type="text" value="0.5"/> in.
Width	<input type="text" value="4"/> in.	Left Margin	<input type="text" value="0.5"/> in.
Labels Across	<input type="text" value="2"/>	Columns Between	<input type="text" value="0"/>
Labels Per Page	<input type="text" value="20"/>	Lines Between	<input type="text" value="0"/>
Paper Length	<input type="text" value="11"/>		

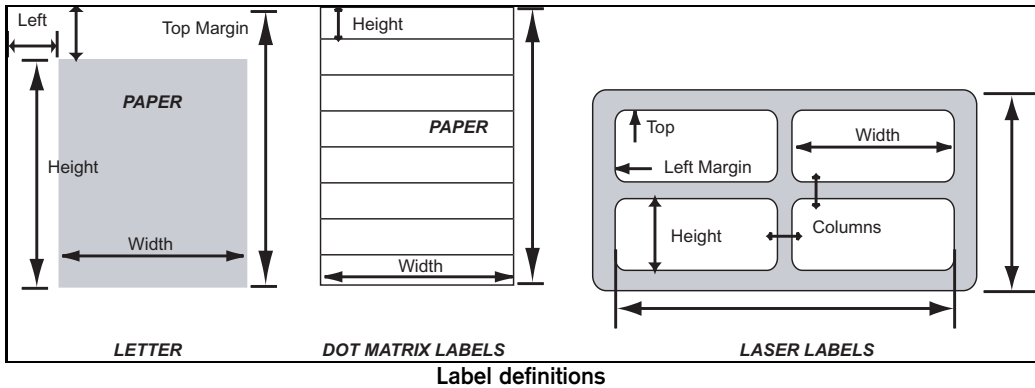
Editing a label

3. Fill in all the options listed in the dialog box. If an option does not apply to your situation, enter a "0" instead of leaving the field blank.

Most pin feed labels have a top margin of zero and a left margin of zero. Laser printers default to a 1/2" margin at the top and bottom of a sheet of labels.

Letter and envelope height is determined by subtracting the top margin from the paper length.

- **Label Description** — Currently selected label type.
- **Height** — Label height for labels and print area height for all others.
- **Width** — Label width for labels and print area width for all others.
- **Labels Across** — Number of labels across a page.
- **Labels Per Page** — Number of labels per page.
- **Paper Length** — Total page length (for example, 11" if the paper is 8.5" x 11").
- **Top Margin** — Space from top of page to first line of print area.
- **Left Margin** — Space from left edge of page to first character of print area.
- **Columns Between** — Number of text columns between labels.
- **Lines Between** — Number of lines between labels.



4. Click **Save** to keep your edited label description or **Cancel** to ignore any changes.

Creating a New Label Type

If your label does not closely match any label type in the **Form** tab, you will need to create your own label type. This process is very similar to editing a label.

1. In the **Form** tab, click **New**. A blank **Label Definition** dialog box displays.
2. Type a description in the **Label Description** field.
3. Type in the height, width, top margin, left margin, lines between, columns between, number of labels across, labels per page, and paper length. Avoid leaving any selection blank on the Label Definition screen. Type "0" instead, so MAILERS+4 will let you add your label.
4. Click **Add** to save the label or **Cancel** to ignore any changes.

Template Tab

After you have specified the dimensions of your label form, click the **Template** tab.

The screenshot shows the 'Template' tab in the MAILERS+4 software. At the top, there are several tabs: 'Form', 'Template', 'ACS Option', 'Sequence', 'Presort Options', 'Print To', and 'Summary'. The 'Form' tab is currently selected. Below the tabs, there is a 'Selected Template' field containing the text 'Basic Labels'. Underneath this, there is a 'Template Name' list box with the following items: 'Basic Labels', 'First Class', 'Sample Layout', 'Standard Mailing', 'test', and 'Test IBC'. The 'Basic Labels' item is selected. To the right of the list box is a 'View of Template' area. This area contains a preview of the label layout. The preview shows the following text: '<[Barcode]>', '[ENDORSEMENT]', '[FULL NAME]', '[ADDRESS]', and '[CITY], [STATE] [ZIP+PLUS4]'. Below the preview, it says 'Text Font: Regular Arial, Black Color, Size 10'. At the bottom of the window, there are several buttons: 'New', 'Edit', 'Delete', 'Cancel', '<< Back', and 'Next >>'.

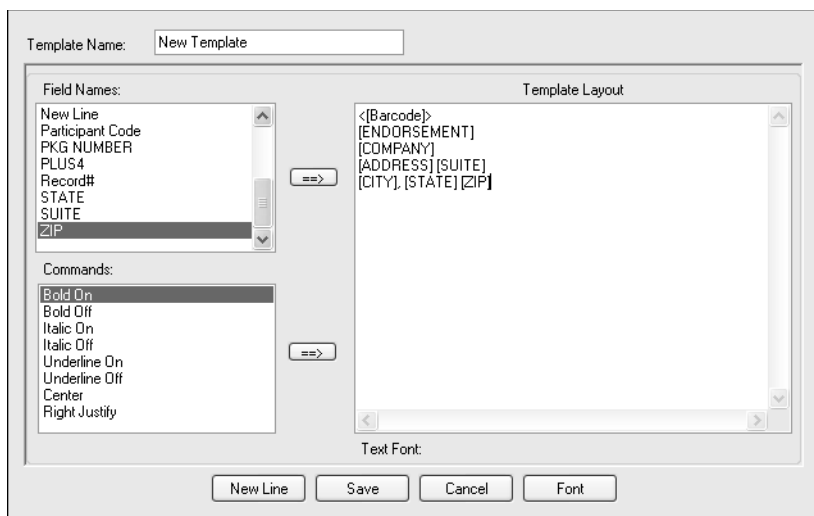
The Template tab

This tab is used to enter and manipulate the actual content of your address labels. Select your layout choices in the **Template Name** area. If you are using a saved layout, its file name appears in the **Selected Template** field. You can preview the content of your current layout in the **View of Template** area.

Defining a Label Layout

Defining a label layout means telling MAILERS+4 where you want specific information to appear on your mailing labels. You can decide which fields you want to use for your labels, add text and punctuation, and change the alignments and typefaces used.

To edit a saved template file or design a new label layout, click the **New** or **Edit** buttons in the **Template** tab. A **Template Layout** dialog box opens.



Defining a label layout

In the upper left corner of the screen is the Field Names area that lists all the formatted fields in your mailing list. The Template Layout area displays the layout as it will appear on your labels.

When you are designing a mailing label layout, remember that the USPS considers the line directly above the city, state, and ZIP Code to be the delivery address.

To define your layout:

1. In the Template Layout area, place the cursor where you want a field (or text) to appear.
2. In the Field Names area, double-click the desired entry, or select the desired field name and then press the arrow button to the right of it. If you want to include specific text, type it directly in the Template Layout area. Any text or punctuation you enter will appear on all labels but will not affect your records (The USPS recommends avoiding any punctuation on addresses).
3. To begin a new line on the label, click **New Line** or press the **Enter** key on your keyboard.
4. To change the typeface (bold, italics, underline) of fields or text, place the cursor at the beginning of the field/text you want to change. Then double-click the desired command, or select the desired command and then press the arrow button to the right of it. A command symbol appears in the Template Layout field. This symbol will not appear in your labels. Next, place the cursor where you want to end the typeface change and apply the corresponding "off" command (for example, Bold Off). Another command symbol will be inserted in the Template Layout area. You can choose more than one typeface option at a time.

5. If you want to center or right-justify a line in your label, place the cursor at the beginning of that line and then apply the Center or Right Justify command. These commands only affect the line where the command symbol was entered. If you want every line in your label centered, you must apply the Center command on each line.
6. If you are using a Windows driver, you can change the appearance of your label's fields by using the **Font** button. You can switch fonts and change their size, style, color, and effect.

Avoid using fonts with a size of less than 8 points. Check with the USPS for more information on their label requirements.

7. When you are finished designing your label, you can keep the layout as a template for future mailings. Saving your layout will enable you to reprint these labels without redesigning them. To save your layout, type a layout name in the **Template Name** field and click **Save**.

To exit the layout screen without saving your changes, click **Cancel**. If you change your mind after returning to the **Template** tab, click **Delete** to erase the entire template.

8. After designing your label, click **Next** to continue or **Back** to return to the **Form** tab.

Sequence Tab

Use this tab to choose the range, order, and sequence of label printing, and to restart jobs that have been interrupted.

Print Order

- **Record** —This option prints labels in record number order.
- **ZIP** —This option prints labels in numeric ZIP Code order.
- **Presort** — Use this option to print labels in presort order. You will only be able to print labels in Presort order after presorting your mailing list.

Print Sequence

The Normal and Reverse sequence options can be applied to all three print orders: Record, ZIP, and Presort.

- **Normal** — This option prints labels in ascending order.
- **Reverse** —This option prints labels in descending order.

The Sequence tab

Print Range

- **All Pages** — Includes all your labels in the range of pages to print.
- **Select** — Allows you to define which pages or labels to print.

Intelligent Mail® Barcode

The Intelligent Mail® barcode is the new standard and becomes mandatory in May 2011. It combines the capabilities of the POSTNET barcode and the PLANET Code® barcode into one unique barcode.

To use Intelligent Mail barcodes instead of POSTNET on your mailing labels, check this box.

Some older label printers do not support Intelligent Mail barcodes. In order to print them, it may be necessary to upgrade your hardware. Modern inkjet and laser printers should be able to print them.

Restart Mode

If label printing is interrupted, you can restart printing from the last label printed. To choose the next label to print, click **Find Page** in the **Sequence** screen. To print the entire mail job, click **All Pages**.

When your Sequence/Print Order is set to Presort, you can only use the **Find Page** function if no more than one job (sort) is selected in the Job List area in the Presort Options tab. Check the Job List area before beginning your search to make sure you have the right job selected.

1. In the **Enter Text To Search** field, enter some text (name, address, and so on) from the last label printed. Use the Search and Printing boxes to specify a record, ZIP Code, or container range to search and the pages or labels to print.

If you do a full name search for a specific page, the name you enter must have the same number of full name characters as the full name field in your label template (including the number of spaces between the first and last name of your full name).

2. Click **Search**. MAILERS+4 will search for a record containing your text and display it in the **Found Label** box.

Enter Text To Search:
Text

Found Label:
***** 5-DIGIT 10016
JIA LI TEXTILES CORP
261 5TH AVE RM 1612
NEW YORK, NY 10016-7706

Status: **Found in page 21** Stop

Total
Trays/Sacks: 8

Search
From Tray: 1
To Tray: 8

Printing

	Pages	Labels
From:	21	281
To:	141	1966

Search Reset Finish Cancel All Pages

The Sequence tab Find Page option

3. If the label information in the **Found Label** box matches the label you want to start printing from, click **Finish** to return to the **Sequence** tab. You can click the **Summary** tab and click **Print** to resume printing. If the label information does not match the label you want to start printing from, click **Search** (again) to find the next record with the text you entered.
4. To restart your search using different text, click **Reset** and enter the new text before clicking **Search** again.
5. To abort a search in progress, click **Stop**. To quit searching without saving your location, click **Cancel**.

Presort Options Tab

If you presorted lists in MAILERS+4, you can select a mailing and print its labels in presorted order by using the **Presort Options** tab.

In the **Separator Label** area, choose one of the following options:

- **None** to allow the entire list to print without any pauses or breaks.
- **Marker (#)** to signify a change in package/container numbers (for automated label machines)
- **Pause** to momentarily stop label printing between changes.
- **Blank Label** to indicate any changes.
- **Header Label** to print a descriptive summary of the next package/container.

Form Template ACS Option Sequence **Presort Options** Print To Summary

Job List

- ☐ Enhanced CRRT WS/HD/LDT Letters
- ☒ STD Automation Letters
- ☐ STD Nonautomation Letters
- ☐ None Qualified Residual Mailing

Endorsement Line

- ☐ On First Label of Package
- ☐ On Last Label of Package
- ☒ On All Labels

Separator Label

- ☒ None
- ☐ Marker
- ☐ Pause
- ☐ Blank Label
- ☐ Header Label

None Apply

- ☒ Tray Change
- ☐ Tray / Package Change

Cancel << Back Next >>

The Presort Options tab

You can also print Endorsement Lines on the first, last, or every label by selecting this option while here.

Print To Tab

Use this tab to choose a printer and specify lines per inch (LPI), characters per inch (CPI), and printer port settings. The 12 LPI option is only available for the Taneum 618+ printer. Use the Generic Text option (in the Printer List area) if you have a printer that generates USPS bar-codes.

Form Template ACS Option Sequence Presort Options **Print To** Summary

Printer Name:
Windows Driver

Printer List:
Windows Driver
Blyce
Buskro
DataTech-1185E or Higher
Epson 9 Pin
Epson 24 Pin
Free Hand Address
Generic Text
Genicom
IBM Proprinter 9 Pin
IBM Proprinter 24 Pin
Mannesmann Tally MT 2045, 2060
Okidata Microline Standard
OTC 4130
Pitney Bowes
Printronix

Lines Per Inch
☒ 6 LPI ☐ 12 LPI
☐ 8 LPI

Characters Per Inch
☒ 10 CPI ☐ 12 CPI

Port
☒ LPT1 ☐ LPT3
☐ LPT2 ☐ FILE

Cancel << Back Next >>

The Print To tab

Summary Tab

After you have prepared your labels, use the **Summary** tab to display your results. From here, you can click **Back** to return to the previous screen, **Print Sample** to align the label template with your labels, **Preview** to proof your layout before printing, **Print** to print out your labels, and **Cancel** to exit Print Labels. Layout and print settings information also appear here. If you have a Windows printer driver, you can define the printer (or emulation) you will be using from the **Printer Name** drop-down box.

Before clicking **Print** on the Summary tab, you must choose and configure your printer in the Print To tab.

Form Template ACS Option Sequence Presort Options Print To Summary

Data File : C:\Documents and Settings\paulm\My
Form : Avery # 5162 (Laser)
Template : Business Label
Text Font : Regular Arial, Black Color, Size 10
Print Order : Presort Order
Print Sequence : Normal
Print Range : From Page 1 To Page 141
Printer : Windows Driver

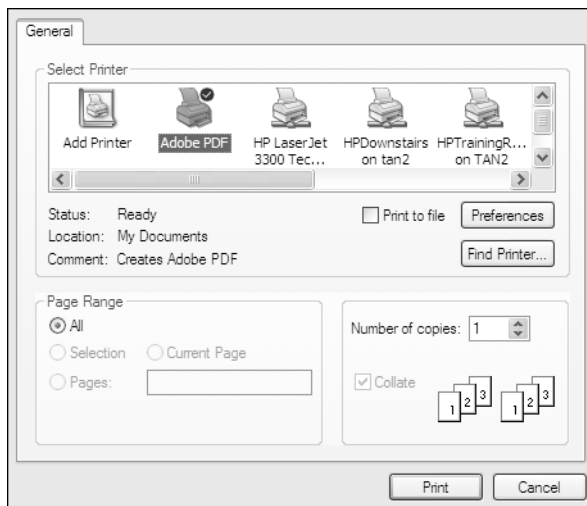
Based on the width of your selected label and the field lengths of the line "[ADDRESS] [SUITE]", the resulting text may be too long to fit on the label. If you continue, the text on some labels may be truncated.

Print Sample Print Preview Cancel << Back

The Summary tab

Selecting a Printer

If you are using a Windows driver, you can access the **Print** dialog box by clicking **Print** from the **Summary** tab.



The Print dialog box

- **Printer Name** — This pull-down menu shows printers supported in MAILERS+4. To change the printer, click on the arrow button to the right of the name field and highlight your selection.
- **Printer Type** — This box shows the printer selected to print the labels.

To change the current printer:

1. Click the **Printer Name** drop-down arrow.
2. Click on the printer type you wish to use. The new printer appears in the **Printer Type** box.

If your printer uses a non-Windows driver, click the **Print To** tab and highlight your printer in the **Printer List** area. Its name then appears in the **Printer Name** field. You can also specify the lines per inch, characters per inch, and printer port.

BACKING UP LABEL TEMPLATES

MAILERS+4 allows you to save your label settings as a template that can be re-used every time you print labels without having to set up the format each time. These settings are stored in a file called `mp4w32.dat` in the MAILERS directory.

The backup files allow you to restore your MAILERS+4 settings if the original files are overwritten or lost for any reason.

11

Reports

The powerful report generator within MAILERS+4 will not only help you create the documentation required by the USPS when you submit automated and presorted mailings, it will also provide additional reports that can help you with marketing decisions, list acquisitions, and more.

You can access any results report that applies to your mailing by selecting the **Results** sub-menu of its associated feature in the **List** menu. The **Results** sub-menu of a report's associated feature will be grayed if the report has not been generated. For example, the **Results** sub-menu of **Address Check** in the **List** menu will not be available until you Address Check your list.

USPS REQUIRED REPORTS

The following reports must be submitted to the Post Office with your mailing:

- CASS (3553)
- USPS Qualification Report
- Postage Statement (3602)

In this chapter...

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Additional MAILERS+4 Reports	107

CASS (3553)

This form (or a USPS-approved facsimile) must accompany your mailing in order to qualify for automation discounts. Print this form by selecting **List > Address Check > CASS Form**.

UNITED STATES POSTAL SERVICE®		This form may be generated as the output of address matching processing using CASS (Coding Accuracy Support System) certified software in conjunction with current USPS Address Database Files. Any facsimile must contain the same information in the same format as this printed form. See DMV A950 for more information.					
Coding Accuracy Support System (CASS) Summary Report							
A. CASS/MASS Software							
1. CASS Certified Company Name Melissa Data	2. CASS Certified Software Name & Version AddressObject version 7.50.00.N	3. Configuration STD					
4. 24 Change Certified Company Name	5. 24 Change Certified Software Name & Version	6. Configuration					
7. eLOT Certified Company Name Melissa Data	8. eLOT Certified Software Name & Version AddressObject version 7.50.00.N	9. Configuration STD					
10. DPC Utility Certified Company Name	11. DPC Utility Software Name & Version	12. Configuration					
13. MASS Certified Company Name	14. MASS Certified Software Name & Version	15. Configuration					
		16. MLOC Serial No.					
B. List							
1. List Processor's Name Jan Smith	2. Date List Processed	3. Date of Database Product Used					
	a. Master File 08/01/2003	a. ZIP + 4 File 06/15/2003					
	b. 24 Change	b. 24 Change					
	c. eLOT 08/01/2003	c. eLOT 12/15/2003					
	d. CRIS	d. CRIS					
4. List Name or ID No. TEST.DBF	5. Number of Lists 1	6. Total Records Submitted for Processing 650					
C. Output							
Output Rating		1. Total Coded	2. Validation Period				
a. ZIP + 4 Coded	633	From To	08/01/2003 01/28/2004				
b. 24 Change Processed							
c. DPC Assigned	633	From To	08/01/2003 01/28/2004				
d. 5-Digit Coded	633	From To	08/01/2003 07/31/2004				
e. CR RT Coded	633	From To	08/01/2003 10/30/2003				
f. eLOT Assigned	633	From To	08/01/2003 10/30/2003				
D. Mailer							
I certify that the mailing submitted with this form has been coded/indicated above using CASS-certified software meeting all of the requirements of Domestic Mail Manual A950.		3. Name & Address of Mailer Fred Lula Melissa Data Corporation 22382 Avenida Empressa Rancho Santa Margarita, CA 92688-2112					
Signature		2. Date signed					
E. Qualitative Statistical Summary (QSS)							
For Informational Purposes Only: QSS is solely made available for the list processor's review and analysis. This information is not to be considered by the Postal Service personnel in determining rate eligibility under any circumstances. See reverse for a detailed explanation.							
High Rise Default	High Rise Exact	Rural Route Default	Rural Route Exact	LACS	EMS	DPV	RDI
158	248	0	0	0	0	605	
PS Form 3553, December 2002				Facsimile		This form on Internet at ribbs.usps.gov/files/cass/	

CASS form

USPS Qualification Report

The USPS Qualification Report includes tray numbers, package types, 5-digit ZIP Codes, 3-digit codes, and totals for each classification. A separate USPS Qualification Report is required for each qualified mail job. Print this report by selecting **List > Presort > Results**, clicking **Next** twice, selecting **Qualification Report**, and then clicking **Print**.

Report: USPS Qualification Report						Mailer: Melissa Data Corp.				
Entry: RSM CA 92688						Mail ID: 1234567890				
Sort: Standard Mail, DMM M810						Date: 9/27/2005				
File: lw25382.dbf						Page 1 of 5				
MAILERS+4 (Build 1377)						Presort Version 7.40.00.G				
Tray #	Tray Size	Tray Lvl	Tray ZIP	Group Dest	CB	SB	Rates 3B	AB	MB	Running Total
1	1	3ORGS	926	926				44		44
				927				7		51
2	1	AADC	320	299				12		63
				304				2		65
				313				7		72
				314				5		77
				315				16		93
				320				12		105
				321				36		141
				322				31		172
				323				21		193
				326				5		198
3	2	AADC	335	344				33		231
				335				46		277
				336				23		300
				337				41		341
				338				39		380
				342				54		434
				346				53		487
Totals					0	0	0	2558	7419	9977
Rate Summary					Pieces					
Automation Carrier Route (CB)					0					
Automation 5-Digit (SB)					0					
Automation 3-Digit (3B)					0					
AADC Automation Letters (AB)					2558					
AADC Mixed Rate (MB)					7419					
TOTAL					9977					

USPS Qualification Report

Postage Statement (3602)

This report is accessed from the **Reports** screen by clicking **Postage Report**. This will open the **Postage Statements** screen where, you can print your report.

United States Postal Service				Post Office: Note Mail Arrival Date & Time	
Postage Statement — Standard Mail					
Mailer	Permit Holder's Name and Address and Email Address, If Any		Telephone	Name and Address of Mailing Agent (if other than permit holder)	Telephone
	CAPS Cust. Ref. No. _____ Customer No. _____				Name and Address of Individual or Organization for Which Mailing Is Prepared (if other than permit holder)
Mailing	Post Office of Mailing	Processing Category <input type="checkbox"/> Letters <input type="checkbox"/> CMM <input type="checkbox"/> Flats <input type="checkbox"/> NFM <input type="checkbox"/> Parcels - Machineable <input type="checkbox"/> Parcels - Irregular <input type="checkbox"/> Letters - Paid as NFM <input type="checkbox"/> ECR Letters - Paid as ECR Flats	Mailing Date	Federal Agency Cost Code	Statement Seq. No.
	Type of Postage <input type="checkbox"/> Permit Imprint <input type="checkbox"/> Precanceled Stamps <input type="checkbox"/> Metered		Weight of a Single Piece 0 _____ pounds	Total Pieces	No. and type of Containers ____ Sacks ____ 1 ft. Letter Trays ____ 2 ft. Letter Trays ____ EMM Letter Trays ____ Flat Trays ____ Pallets ____ Other
	Permit #	For Mail Enclosed within Another Class <input type="checkbox"/> Periodicals <input type="checkbox"/> If Sacked, Based on <input type="checkbox"/> Parcel Post <input type="checkbox"/> 125 pcs <input type="checkbox"/> 15 lbs <input type="checkbox"/> both	Total Weight		
	For Automation Rate Pieces, Enter Date of Address Matching and Coding	For Enhanced Carrier Route Rate Pieces, Enter Date of Address Matching and Coding	For Enhanced Carrier Route Rate Pieces, Enter Date of Carrier Route Sequencing		
Parts Completed (Select all that apply) <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> F <input type="checkbox"/> G <input type="checkbox"/> H <input type="checkbox"/> I <input type="checkbox"/> J <input type="checkbox"/> K <input type="checkbox"/> L <input type="checkbox"/> S					
Postage	Total Postage (Add parts totals)				
	Rate at Which Postage Affixed (Check one) _____ pcs. x \$ _____ = Postage Affixed <input type="checkbox"/> Correct <input type="checkbox"/> Lowest <input type="checkbox"/> Neither				
	Net Postage Due (Subtract postage affixed from total postage)				
	For USPS Use Only: Additional Postage Payment (State reason)				
Certification	For postage affixed add additional payments to net postage due; for permit imprint, add additional payment to total postage.				
	Total Adjusted Postage Affixed				
	Postmaster: Report Total Postage in AIC 130 Total Adjusted Postage Permit Imprint				
	The mailer's signature certifies acceptance of liability for and agreement to pay any revenue deficiencies assessed on this mailing, subject to appeal. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the mailer, and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control. The mailer hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mail and the supporting documentation comply with all postal standards and that the mailing qualifies for the rates and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment. Privacy Notice: For information regarding our Privacy Policy visit www.usps.com .				
USPS Use Only	Signature of Mailer or Agent		Printed Name of Mailer or Agent Signing Form		Telephone
	Weight of a Single Piece 0 _____ pounds		Are postage figures at left adjusted from mailer's entries? If "Yes" state reason. <input type="checkbox"/> Yes <input type="checkbox"/> No		
	Total Pieces	Total Weight			
	Total Postage				
	Presort Verification Performed? (Check one) <input type="checkbox"/> Yes <input type="checkbox"/> No		Round Stamp (Required)		
	I CERTIFY that this mailing has been inspected concerning: (1) eligibility for postage rates claimed; (2) proper preparation (and presort where required); (3) proper completion of postage statement; and (4) payment of annual fee (if required).		Date Mailer Notified	Contact	By (Initials)
Verifying Employee's Signature		Print Verifying Employee's Name	Time	AM PM	

PS Form 3602-R1, May 2007 (Page 1 of 11) PSN 7530-07-000-6209 This form and mailing standards available on Postal Explorer at pe.usps.com.

Postage Statement (3602)

ADDITIONAL MAILERS+4 REPORTS

Many MAILERS+4 features will create reports detailing their results. These reports can be accessed from the **Results** screen of each feature. You can also view these screens by selecting the **Results** sub-menu of each associated feature from the **List** menu of MAILERS+4.

Error Preview Report

Displays the records that Address Check was unable to code.

Melissa Data Corporation				Page 1 of 1
Address Check				09/22/2005 02:54 PM
Address Error Report				LW25382.DBF
Rec.#	Address	City/State	Zip	Err.
1	100 Newport Ave	Quincy	MA 00000	X
198	1673 Westlake Dr	York	PA 17404	R
861	858 W Budmoore Territory	Tucson	AZ 85705	U
2089	6670 Nc Hwy 113	Piney Creek	NC 28663	U
2282	181 Cr 349	CLEVELAND	TX 77327	U
2286	3562 Cr 4217	SIMMS	TX 75574	U
2345	830 W Crystal View Ave	Orange	CA 92865	M
2657	Property Ln	Janesville	CA 96114	R
3906	53 Poppy Seed Rd	BROWNS MILLS	NJ 08015	U
5079	B4518b State Highway 13	Unity	WI 54488	R
5894	9817 Bell Ln	Cheyenne	WY 82009	M
6259	5114 Lenoic St	TORRANCE	CA 90503	U
6260	18025 Cynthia Drue	MINNETONKA	MN 55345	U
6877	245 W Cr 600	KOKOMO	IN 46901	U
7255	4770 Townline Whyhwy	ADRIAN	MI 49221	U
7290	5 Barnyard Klane	LEVITTOWN	NY 11756	U
7684	3126 SE 28th Street Terr	TOPEKA	KS 66605	U
7849	1200 Sw 86ct	MIAMI	FL 33144	U
8076	67 Suttle Derr	DURANGO	CO 81301	U
8467	414 Marie Cir Sw	Leeds	AL 35094	R
8725	2511NE Yucca Ave	REDMOND	OR 97756	R
8753	317 Highridge	WRIGHT	WY 82732	R
8754	317 Rhighridge	WRIGHT	WY 82732	U

Address error report

Duplicate Check Results Report

Displays the duplicate records that Duplicate Check found in your list.

Melissa Data Corporation Duplicate Check Duplicate Error Report				Page 1 of 17 09/22/2005 02:55 PM LW25382.DBF		
Rec.#	Address	City/State	Zip	Name	Phone	Err.
6386	9 Milton Ave	Clinton	MA 01510	Paul Moran		
8425	9 Milton Ave	Clinton	MA 01510	Richard Moran		
7983	86 Holbrook Rd	Oxford	MA 01540	Falcone		
8265	86 Holbrook Rd	Oxford	MA 01540	Sam Falcone		
4815	7 Linda Vista L	Dudley	MA 01571	Jason Martocci		
9802	7 Linda Vista L	Dudley	MA 01571	Jason Martocci		
2885	56 Anthony St	Acushnet	MA 02743	Stephen Rivet		
9214	56 Anthony St	Acushnet	MA 02743	Steven Rivet		
7482	711 Spring St	North Dighton	MA 02764	Bruce Farley		
8459	711 Spring St	North Dighton	MA 02764	Farley		
5876	37 Hawk Ridge R	Meredith	NH 03253	David Lynch		
5906	37 Hawk Ridge R	Meredith	NH 03253	Elizabeth Lynch		
8362	42 Powsland St	Portland	ME 04102	William Shea		
8322	42 Powsland St	Portland	ME 04102	William Shea		

Error Preview Report

Presort Result Reports

By clicking **Postage Report** from the Presort Results screen, you can access the Postage Statement for your mailing. You can also access the **Qualification**, **Mailing Summary**, **Presort Parameters**, and **Zone Listing** reports from the **Presort Results** screen. For more information on presorting a mailing list, see **Presorting a List** on page 65.

Mailing Summary Report

This report breaks down your presorted mailing by tray, mail type/count, and destinations.

MAILERS+4 (Build 1377)
 Presort Version 7.40.00.G
 Mailing Summary
 Sort: STD Automation Letters
 Entry: RSM CA 92688
 Job Number: 2

Page 1 of 5
 Date: 09/27/2005
 File: lw25382.dbf

Cntr #	Tray Size	Cntr Lvl	Pkg Num	Zip	Group Dest	Container Destination	Pieces	Cntr Total
1	1	3ORG	3	926	926	SANTA ANA CA 926	44	
			4		927		7	51
2	1	AADC	5	320	299	AADC JACKSONVILLE FL 320	12	
			6		304		2	
			7		313		7	
			8		314		5	
			9		315		16	
			10		320		12	
			11		321		36	
			12		322		31	
			13		323		21	
			14		326		5	
			15		344		33	180
Total Containers:			29					
Total Packages:			294					
Total Pieces:			9977					

Container Report

Presort Parameters Report

This report details your mailing list and its presort results.

```

MAILERS+4 Presort Parameter Report
09/22/2005

----- Version Information -----
MAILER'S + 4 Version: MAILERS+4
Presort Revision Level: 17.0
FAVE Version: 7.40.00.G
Module - L Version: 08/04/2005
5 Digit Scheme Version: 08/15/2005
Valid 5 Digit Version: 08/15/2005
Auto CRRT Version: 08/15/2005
Zone Table Version: 08/15/2005
Delivery Statistics Version: 08/05/2005

----- Mail Piece Information -----
Number In Sample: 10
Piece Height: 4.5000
Piece Width: 9.0000
Single Piece Thickness: 0.0420
Single Piece Weight: 1.5000

----- Container Information -----
Minimum Per 1ft Tray: 208 (85% full)
Maximum Per 1ft Tray: 244
Minimum Per 2ft Tray: 425 (85% full)
Maximum Per 2ft Tray: 500
4" Package: 95
6" Package: 142

Mail Class: Regular Standard Mail
Piece Type: Letter

----- Mailing# 1 Information -----
Sort Type: Enhanced CRRT Automation Basic Letters
Mailing City: RSM
Mailing State: CA
Mailing Zip: 92688
File: C:\Documents and Settings\paulm\My Documents\Melissa Data Documentation\MAILERS+4\lw25382.dbf

Total Records: 0

----- Mailing# 2 Information -----
Sort Type: Enhanced CRRT WS/HD/LOT Letters
Mailing City: RSM
Mailing State: CA
Mailing Zip: 92688
File: C:\Documents and Settings\paulm\My Documents\Melissa Data Documentation\MAILERS+4\lw25382.dbf

Total Records: 0

----- Mailing# 3 Information -----
Sort Type: STD Automation Letters
Mailing City: RSM
Mailing State: CA
Mailing Zip: 92688
File: C:\Documents and Settings\paulm\My Documents\Melissa Data Documentation\MAILERS+4\lw25382.dbf

Total Records: 9977

----- Mailing# 4 Information -----
Sort Type: STD Nonautomation Letters
Mailing City: RSM
Mailing State: CA
Mailing Zip: 92688
File: C:\Documents and Settings\paulm\My Documents\Melissa Data Documentation\MAILERS+4\lw25382.dbf

Total Records: 22

```

Parameters Report

Phone Check Results

Displays the number of area codes updated in your list and summarizes any distance errors found in the telephone numbers of your list. Print this report by selecting **List > Phone Check > Results**, and then clicking **Print**.

Melissa Data Corporation Phone Check		Page 3 of 3 09/26/2005 03:40 PM PHONE.DBF	
Old Area Code	New Area Code	#Records	State
817	254	7	TX
817	262	1	WI
817	940	2	TX
818	310	1	CA
818	626	7	CA
901	731	1	TN
904	352	6	FL
904	386	1	FL
904	850	2	FL
908	732	7	NJ
909	951	6	CA
910	336	9	NC
912	229	1	GA
912	478	1	GA
913	785	2	KS
914	845	6	NY
915	325	2	TX
915	432	3	TX
919	252	3	NC

Phone Check Results Report

12

Phone Check

MAILERS+4 Professional Only

Phone Check verifies the area code and prefix of phone numbers by comparing them to an up-to-date database included with MAILERS+4. It will also check the distance of a record's telephone number to its ZIP Code. If the telephone number is located too far from the ZIP Code, a "D" will appear in the Phone Check "Error" field.

For example, if your record has a phone number of 949-492-7000, Phone Check will verify the following:

1. The area code 949.
2. The prefix 492 is valid with the area code 949.
3. The phone number is within a set distance from the center of its ZIP Code area (the default is 100 miles).

The last 4 digits of the phone number will not be checked.

Phone Check includes an up-to-date list of new area codes. If it finds an old area code-prefix combination in your list, it can update it with the new area code. Phone Check can verify two phone numbers at the same time. You must format both phone numbers to take advantage of this new feature. Phone Check can also standardize the format of telephone numbers in your list.

In this chapter...

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Running Phone Check	114
Formatting Fields for Phone Check.....	116
Phone Check Results	117

WHEN TO USE PHONE CHECK

Phone Check updates area codes and creates uniform phone number listings. It is a good idea to run lists through Phone Check when they are over three months old, and before beginning telephone campaigns.

RUNNING PHONE CHECK

To run Phone Check, select **List > Phone Check > Options**. The **Phone Check Options** dialog box opens.

The Phone Check Options screen

- **Phone Number Format** — Lets you decide how you want telephone numbers to be formatted in your list. You can choose from seven preset options, create your own format, or keep the phone numbers in their original format.
- **User Defined Format** — Allows you to define your own telephone number format. Use the pound sign (“#”) to stand for telephone number digits. You can use any symbol as a separator mark, except for the pound sign. An example of a user defined telephone format may be “###.###.###”. Telephone number extensions are always formatted “x###”.
- **Local Area Code** — When you are changing the format of your phone number, you can use this box to replace the missing area codes in valid telephone numbers. If you select an update or correction option in the “Correction Level” box and type an area code in the “Local Area Code” box, the correct area code will be added to the valid phone numbers in your list that have missing area codes.

For example, since 492-7000 uses the 949 area code, it will become 949-492-7000 while 637-8477 will become 714-637-8477, since it uses the 714 area code. If a telephone number already has an area code, the "Local Area Code" number won't be added. If you leave the default "0" in the "Local Area Code" box, Phone Check will return error codes for records without area codes.

- **Skip Blank Phone Numbers** — Use this option to exclude records with missing phone numbers from the Phone Check process. If records with missing phone numbers are not skipped, these records will be reported as errors.

- **Correction Level options:**

If the distance between the ZIP Code and area code/prefix combination exceeds 100 miles, Phone Check will return a "D" (distance) error for the first three Correction Level options. If you are using Correction Level options 1 or 2, you can unformat the ZIP Code field to eliminate this error.

- **Validate Only** — Use this option to check the accuracy of your phone data without updating or correcting the numbers that have errors. Phone Check will return an error if it finds invalid phone data.
 - **Update Current Splits** — Use this option to update the current area code splits that are in their permissive period. Telephone numbers of less than 10 digits will not be updated.
 - **Update Bad Area Code/Prefix** — Use this option to check for compatible area code/ prefix combinations, to update current area code splits, and to replace area codes that have missing digits with the area code that is closest to each record's ZIP Code.
 - **Use ZIP Code To Correct All Area Codes** — When you use this option, MAILERS+4 uses each record's ZIP Code to look up its phone number prefix before finding the matching area code and using it to update your phone records (including the current area code splits). Since this Correction Level option relies entirely on the ZIP Code and prefix, it will update the area codes in your records without checking to see if the old ones are accurate.
- Click **Format** if you have not previously formatted fields in your list for Phone Check.
 - Click **Filter** to specify the range of records you wish to process.
 - Click **Go** when you are ready to begin Phone Check, or **Cancel** to return to the MAILERS+4 main screen.

FORMATTING FIELDS FOR PHONE CHECK

For assistance with formatting for Phone Check, see **Formatting Fields** on page 27.

Format Name	Length	Name	Data
COMPANY	50	COMPANY	ROLANDO A PEREZ
ADDRESS	75	ADDRESS	2047 STEFFI LN
ADDRESS_2	75	ADDRESS2	
SUITE	16	SUITE	
CITY	28	CITY	LAWRENCEVILLE
STATE	2	STATE	GA
ZIP	10	ZIP	30044
PLUS4	4	PLUSFOUR	6959
PHONE #1	16	PHONE	(770) 231-7157
PHONE ERROR	2	PHONEERROR	
ADDRESS_ERR	2	ADDRESSERR	

Format Options

☒ Phone #1
 ☐ Phone #2
 ☒ Phone #1 Error
 ☐ Phone #2 Error
☒ City
 ☐ State
 ☒ ZIP Code

Auto Format Copy OK Cancel

The Phone Check Format screen

Required Fields

- **Phone #1** — This field contains a record's telephone information (If you need to verify two phone numbers the Phone #2 field will also be required).
- **ZIP Code** — The field in your list with a record's 5-digit ZIP Code.

Recommended Fields

- **Phone #1 Error** — This field contains the error code (1-character in length) describing the type of error in your primary phone number.
- **Phone #2 Error** — This field contains the error code (1-character in length) describing the type of error in your secondary phone number.

Optional Fields

- **City** — The field in your list containing the city name.
- **State** — This field contains a record's state name or abbreviation.

PHONE CHECK RESULTS

After Phone Check has finished checking your list, the **Phone Check Results** screen displays. This screen is also available by selecting **List > Phone Check > Results**. From here, the Phone Check Report can be displayed on screen by clicking **Preview**, and a hard copy can be created by clicking **Print**.

Results Summary		
	Phone #1	Phone#2
Records Correct:	7848	0
Blank Records:	0	0
Updated Area Codes:	102	0
<hr/>		
Phone Error:	0	0
Area Code:	0	0
Prefix:	8	0
Distance:	25	0
ZIP Code:	1	0
Multiple Match:	17	0
Records in Error:	2152	0

Total Records	10000
Report For	
<input checked="" type="radio"/> Phone #1	
<input type="radio"/> Phone #2	
<hr/>	
<input type="button" value="Preview"/>	
<input type="button" value="Print"/>	

The Phone Check Results screen

13

Name Parse

MAILERS+4 Professional Only

Many applications require that name components be in separate fields. MAILERS+4 can parse (split) a full name into separate fields with its Name Parse feature. Name Parse is also helpful when conducting name searches and merging name fields in documents.

Name Parse contains a built-in database of 13,000 first names and their genders. If you create a **Gender** field in your list, Name Parse will insert the gender. “Genderizing” can be an effective tool for targeted mailings and for learning the gender composition of a list.

WHEN TO USE NAME PARSE

Name Parse can be very useful for creating personalized direct mail. By splitting names into separate fields, you can use the parsed name fields as merge fields in your documents. For example, include a **First Name** field in your letter to add a personal touch to your mailing. (Use Mail Merge to merge the **First Name** field into your document.)

Gender coding also opens up a number of opportunities to target your mailings more effectively. Use the **Gender** field to determine salutations (Mr., Ms., and so on) in your letters, or to divide your list between men and women, and create a specific mailing for each gender.

In this chapter...

When to Use Name Parse.....	119
Using Name Parse.....	120
Formatting Fields for Name Parse.....	121
Name Parse Results.....	122

USING NAME PARSE

1. Select **List > Name Parse**. The **Name Parse Options** dialog box opens.



The Name Parse Options screen

2. Click **Format**. The **Format Fields** dialog box for Name Parse opens. Format the desired fields. Auto Format will quickly format your list fields and assign them to corresponding MAILERS+4 fields. For more information on formatting fields, see **Formatting Fields for Name Parse** on page 121.
3. Click **OK** to close the **Format Fields** dialog box. The **Name Parse Options** dialog box displays again.
4. Select a casing option. You have the option to convert text fields to all upper case letters (Upper), upper and lower case letters (Upper/Lower) where only the first letter of each word will be capitalized, or to keep existing upper case letters (Auto). Fields affected by casing are:

Full Name	First Name	Middle Name
Last Name	Prefix	Suffix

Casing should be used with care to avoid damage to suffixes.

5. Click **Filter** if you want to specify a Record Range. The Filter option lets you limit Name Parse to a selected range of records within your mailing list.
6. Select the **Delete dBase records with vulgar words** check box if you want to mark for deletion any records that have offensive names in the full or first name fields.

- Click **Go** to begin Name Parse.

FORMATTING FIELDS FOR NAME PARSE

Format Name	Length	Name	Data
ADDRESS_2	75	ADDRESS2	
SUITE	16	SUITE	
CITY	28	CITY	
STATE	2	STATE	
ZIP	10	ZIP	
PLUS4	4	PLUSFOUR	
PHONE #1	16	PHONE	
PHONE ERROR	2	PHONEERROR	
ADDRESS ERR...	2	ADDRERR	
FIRST NAME	35	FIRSTNAME	KATE
MIDDLE NAME	20	MIDDLENAME	

Format Options

☒ Full Name
 ☒ First Name
 ☒ Middle Name
 ☒ Last Name
☐ Prefix
☐ Suffix
☒ Gender
☐ Name Error

Auto Format Copy OK Cancel

The Format Fields for Name Parse

Required Fields

- Full Name** — The **Full Name** field has priority over all other fields. To Name Parse, you must format separate fields for each name component. Name Parse will then split from the combined **Full Name** field.

For example, if the **Full Name** field in a record contains:

“Mr. John Q. Public III”

Name Parse can split the name into five separate fields:

Prefix	Mr.
First Name	John
Middle Name	Q.
Last Name	Public
Suffix	III

- **Gender (Required for Gender ID)** — One of the following gender classification codes will be inserted into the **Name Gender** field:
 - M= Male
 - F= Female
 - N= Neutral (Pat, Chris, and so on)
 - U= Unknown (When a name doesn't appear in the database, it is coded as unknown.)
 - V= Vulgar

Optional Fields

- **Name Error** — Name Parse inserts an asterisk ("*") in this field when it can't find names in a record. If the **Full Name** field is blank, Name Parse will report it as an error.

NAME PARSE RESULTS

The Name Parse Results screen displays the number of records processed and successfully coded; the number and percent of errors found; and a pie chart breakdown of the Male, Female, Neutral, and Unknown gender categories in your list. Click **OK** to exit Name Parse and return to the main screen.

Name Parsing Results

- **Total Records** — Displays the records processed by Name Parse.
- **Records Coded** — Displays the records that Name Parse was able to code.
- **Records in Error** — Displays the records that Name Parse was unable to code.
- **Error Percentage** — Displays the percentage of total records processed that Name Parse was unable to code.

Gender Count

- **Male** — Displays the number of records that fall into the male gender category.
- **Female** — Displays the number of records that fall into the female gender category.
- **Neutral** — Displays the number of records that fall into the neutral gender category.
- **Unknown** — Displays the number of records that fall into the unknown gender category.
- **Vulgar** — Displays the number of records that fall into the vulgar category.

14

Tally

Tally counts the number of records in your mailing list by Carrier Route, ZIP Code, County, Sectional Center Facility (SCF), State, and/or Network Distribution Center (NDC). Once a count is made, Tally calculates the percentage of each and sorts the results in descending order. When finished, Tally creates a report that can be viewed on-screen, sent to the printer, or saved as a text file.

In this chapter...

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WHEN TO USE TALLY

The Post Office requires a minimum number of pieces in order to qualify for destination discounts. Using Tally will give you a better idea of which destination discounts you may be eligible for in Presort.

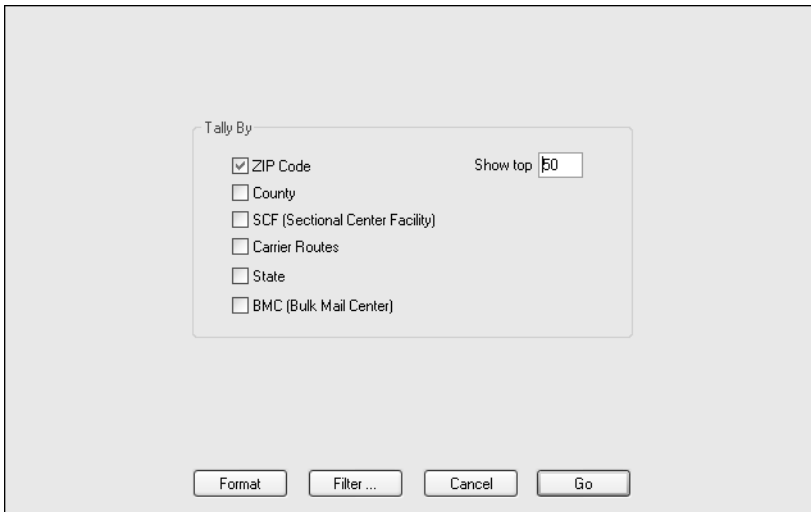
Tally can also be used to find out which areas are heavily represented in a particular list. This data will help you target your recipients more effectively.

USING TALLY

Before using Tally, be sure to format the following desired fields in your list:

- Carrier Route
- ZIP Code
- County
- Sectional Center Facility (SCF)
- State
- Network Distribution Center (NDC)

1. Select **List > Tally**. The **Tally** dialog box opens.



The Tally dialog box

2. Click **Format** if your list has not been formatted. Click **Filter** if you wish to specify a range of records to process.
3. Select the desired fields to indicate the type of data you want Tally to count. Fields selected for Tally to count must already be formatted in your list.
4. Type a number in the **Show top** field to see only the top 10 (or whichever number you enter) entries for a selected category in your list. Tally reports the count and percentage of total records for each of these entries in the selected category of your mailing list.
5. Click **Go** when you are ready to begin, or **Cancel** to return to the MAILERS+4 main screen.

TALLY REPORTS

The **Tally Results** screen contains options to let you preview, print, or save the Tally report to a text file named * . \$TR.

You can only preview or print one tally option (ZIP Code, state, and so on) at a time. Select an option by selecting the corresponding check box.

Tally will overwrite the report file each time a new Tally Report is created. To prevent this from happening, use your file manager to change the name of your existing Tally Report file.

The Auto CRRT column on Carrier Route and ZIP Code reports indicates whether a record qualified for carrier route sortation rates (Y = ZIP Code qualified, N = ZIP Code did not qualify).

The screenshot shows a dialog box titled "Preview/Print Options" centered on a larger window. The dialog box contains a list of radio buttons for selection: "ZIP Code" (which is selected), "County", "SCF (Sectional Center Facility)", "Carrier Route", "State", and "BMC (Bulk Mail Center)". To the right of the list are four buttons: "OK", "Preview", "Print", and "Save All".

The Tally Results screen

Save All will save the entire Tally report.

Melissa Data Corporation						Page 1 of 1	
Tally						09/29/2005 02:40 PM	
ZIP Code Tally						LW25382.DBF	
Rank	ZIP	Auto CRRT	City, State	Count	Percentage		
1	97701	N	Bend, OR	13	0.13%		
2	97404	N	Eugene, OR	10	0.10%		
3	95687	Y	Vacaville, CA	9	0.09%		
4	85375	N	Sun City West, AZ	9	0.09%		
5	83709	N	Boise, ID	9	0.09%		
6	89436	N	Sparks, NV	8	0.08%		
7	85388	N	Surprise, AZ	8	0.08%		
8	59601	N	Helena, MT	8	0.08%		
9	34667	N	Hudson, FL	8	0.08%		
10	33931	N	Fort Myers Beach, FL	8	0.08%		
All Others				9910	99.10%		

Sample tally report

15

ZIPs/Records in Radius

MAILERS+4 Professional Only

Using a given ZIP Code as a center point, ZIPs in Radius will report all the ZIP Codes located within a user-defined radius. ZIPs in Radius accepts high and low radius limits, enabling you to conduct “Donut” searches. You can view the results of your search on-screen, print them as a report, or save them as a text file.

Records in Radius tells you how many records in your mailing list are located within a given range from a central ZIP Code. You can save a list of these records to a separate file. Records in Radius can also append the distance from the central ZIP Code to each of the records in your list.

WHEN TO USE ZIPs/RECORDS IN RADIUS

Use ZIPs in Radius or Records in Radius to target your mailings by ZIP Code or the distance from a central location.

If, for example, you want to send a mailing to prospects living within 25 miles of your store, enter your store’s ZIP Code as the center point in ZIPs in Radius. It will then generate a listing of all the ZIP Codes within that area. You can use this information to acquire a new mailing list which targets these ZIP Codes.

You may also want to write a special letter targeting people who live within a given commute of your location, such as between 25-50 miles. ZIPs in Radius lets you do this by targeting ZIP Codes using high and low radius ranges.

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When to Use ZIPs/Records in Radius.	127
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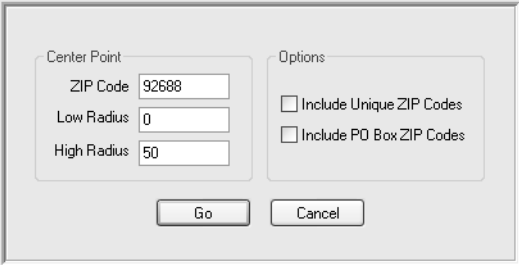
Records in Radius lets you target existing customers by distance. You can find your closest customers (or how far you have to go to reach a certain number of them), and even save their records to a separate file.

Since the radius is calculated from one ZIP Code centroid to another, the data it yields is not always useful. Conditions affecting the accuracy of ZIPs/Records in Radius results are ZIP Code centroids that have too close of a proximity to each other, and centroids that are not in the center of the area they represent.

ZIPS IN RADIUS

To use ZIPs in Radius, do the following:

1. Select **Tools > ZIP's in Radius**. The **ZIP's in Radius** dialog box opens.
2. Type the ZIP Code you want to use as your center point. The **ZIP Code** field specifies the ZIP that will be the center point for your radius.
3. If you want to search the entire area between your center point and the radius limit, type the radius range (in miles) in either the **Low Radius** or **High Radius** field. Leave the field "0." The **Low Radius** and **High Radius** fields designate the boundaries of your radius area (when conducting a "Donut" search).



The ZIP's in Radius dialog box

4. If you want to conduct a "Donut" search (for example, all ZIP Codes between 25-100 miles of your center point), type the low radius limit (25) in the **Low Radius** field and the high radius limit (100) in the **High Radius** field.

5. If desired, select the **Include Unique ZIP Codes** and/or **Include PO Box ZIP Codes** check boxes to include them in your search. Otherwise, they will not be listed in the results. **Include PO Box ZIP Codes** adds Post Office Box ZIPs to your search. **Include Unique ZIP Codes** allows processing of ZIP Codes that belong to a particular organization.
6. Click **Go**.

The **ZIPs in a Radius** results screen displays when the search is completed. This screen displays the number of ZIP Codes found in the radius and gives you the option of viewing, printing, or saving a report as a text file. The report includes a list of each ZIP Code found, its distance from the center point, and the city, state, and county it represents.

If you save your report to a file, the file will be named after the ZIP Code you used as center point with the extension .DAT (for example, DS92673.DAT).

Melissa Data Corporation Data Select ZIPs in a Radius				Page 1 of 1 09/29/2005 02:47 PM	
No.	ZIP Code	Distance	City	State	County
1	92688	0.00	Rancho Santa Margarita	CA	Orange
2	92679	0.59	Trabuco Canyon	CA	Orange
3	92678	1.73	Trabuco Canyon	CA	Orange
4	92692	2.90	Mission Viejo	CA	Orange
5	92691	4.15	Mission Viejo	CA	Orange
6	92610	4.76	Foothill Ranch	CA	Orange
7	92694	4.83	Ladera Ranch	CA	Orange
8	92630	4.94	Lake Forest	CA	Orange

ZIPs in radius results

Melissa Data Corporation Data Select ZIPs in a Radius				Page 1 of 1 09/29/2005 02:48 PM	
No.	ZIP Code	Distance	City	State	County
1	92691	4.15	Mission Viejo	CA	Orange
2	92610	4.76	Foothill Ranch	CA	Orange
3	92694	4.83	Ladera Ranch	CA	Orange
4	92630	4.94	Lake Forest	CA	Orange
5	92676	5.35	Silverado	CA	Orange
6	92654	6.48	Laguna Hills	CA	Orange
7	92690	6.80	Mission Viejo	CA	Orange
8	92653	6.81	Laguna Hills	CA	Orange

ZIPs in a Radius "donut" results

RECORDS IN RADIUS

To use Records in Radius, select **List > Records in Radius**. This opens the **Records in Radius** screen. The **Records Listing** area indicates the range of records that will be processed. The **Center Point — ZIP Code** field specifies the starting point from which the record radius or distance calculations will be made.

You can use the **Format** button to format the necessary fields. Use the **Filter** button to define the range of records to process by entering a mailing list's **Start** and **Stop** points.

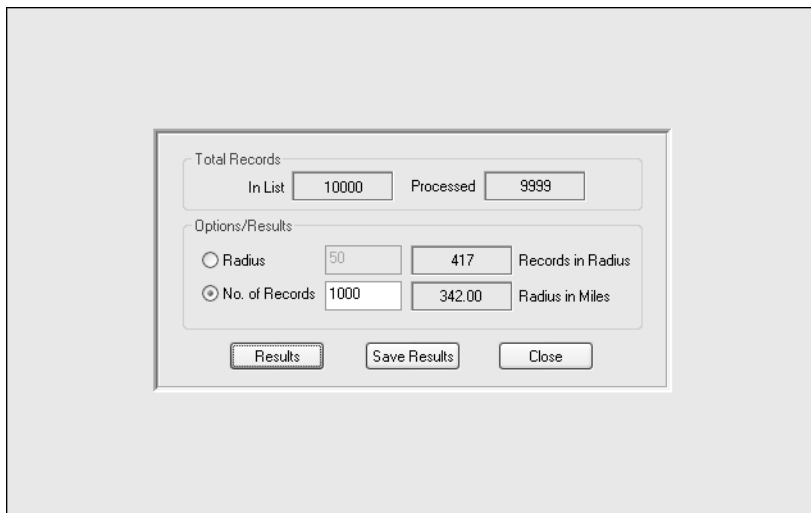
You must format your "ZIP Code" field to use ZIPs/Records in Radius features.

1. Type the ZIP Code you want to use as your center point.
2. Click **Go**. When the **Records in Radius** results screen appears, it defaults to radius and displays the distance of the closest record to your target ZIP Code. You can choose to find the number of records in a radius, or calculate the center point distance required to reach a certain number of records.

The Records in Radius Options screen

- If you want to find the number of records in a radius, click **Radius** and specify the number of miles you want to search, then click **Results**.
- If you want to find the distance from the center point required to reach a certain number of records, click **No. of Records** and specify the number of records you want to look for, then click **Results**.

3. If you want to save the records found to a separate file, click **Save Results**. Type a name for the results file and select the drive and directory that you want the file to be saved to.



The Records in Radius Results screen

4. Click **OK**. The results file is now saved to the directory of your choice.
The following fields are used by Records in Radius to process your list and append the data from your search results.

FIELD NAME	LENGTH	TYPE
ZIP Code	10	Character
Distance	4	Character
ZIP Code Error	1	Character
Center	5	Character

5. When you are finished with Records in Radius, click **Close** to return to the main screen.

16

Adding Data to your List

MAILERS+4 can add valuable data to your list. This data can save you money on postage, speed mail delivery, and provide valuable demographic and marketing information. The types of information that MAILERS+4 can add to your list include:

- ZIP + 4 Code
- Carrier Route (CRRT) Code
- Delivery Point Code
- Endorsement Line
- County Name
- County FIPS Code
- SCF/NDC/DDU Destinations
- Congressional District
- Telephone Area Code
- Time Zone
- Latitude & Longitude
- MSA and PMSA Codes
- Tray/Package Numbers
- Address Type
- ZIP Code Type
- Duplicate Group
- Distance from a ZIP Code
- Error Fields
- LOT Order
- LOT Number

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Adding Fields to a List 134

In order to add this information to your list, you must first format a field in your list to hold the information (See **Formatting Lists** on page 23 for help with formatting lists). MAILERS+4 can then write data to these fields when processing your list.

To append data to your list:

1. Format a field in your mailing list.
2. Run Address Check (Address Check will append the field data while it is checking your list).

ADDING FIELDS TO A LIST

If your mailing list file does not have a field to hold the information you want, you can add a field using the MAILERS+4 Database Manager (see **Database Management** on page 137).

For instance, if you want MAILERS+4 to add Carrier Route (CRRT) codes to your records but your mailing list file doesn't have a **CRRT** field, you must add a **CRRT** field before MAILERS+4 will append the CRRT data to your list.

Field descriptions and length requirements are located in **MAILERS+4 Fields** on page 197.

To add a new field to a mailing list:

1. Select **Database > Modify**. (If you are creating a new database, select **Database > Create**.)
2. Click **Insert** to add a new field to the list (if you need to remove an existing field, select it and click on Delete). The text "NEWFLD1" will appear in the "Fields" box and in the "Name" box.
3. In the "Name" box, change "NEWFLD1" to the name you want the field to have (If the field will hold address data, name it "Address," and so on).
4. Select a field type in the **Type** drop-down box. The default field type is CHARACTER, as all MAILERS+4 fields are CHARACTER fields (except Latitude and Longitude, which are NUMERIC).
5. Predefined fields are available in the **Quick** drop-down box. To add to your mailing list all the fields contained in a typical record, select COMMON FIELDS. You can also choose ADVANCED FIELDS and fields used by individual MAILERS+4 features.
6. Define the field length in the "Length" box. Data will be lost if the field length is too short. Minimum, maximum, and suggested field lengths for fields used with MAILERS+4 are listed in **MAILERS+4 Fields** on page 197.
7. If the field requires a decimal (used with NUMERIC field types), enter it in the **Decimal** field.
8. Click **OK** to save the new list structure or **Cancel** to exit without saving your changes.

You may want to consider adding the following fields:

- **Address Type** — Adding an **Address Type** field will allow Address Check to assign codes for the type of addresses (S=Street, F=Firm, and so on) that it finds.
- **Carrier Route Code (CRRT)** — This field will allow Address Check to add CRRT codes to the records in your mailing list.
- **Congressional District** — MAILERS+4 can add congressional district numbers to addresses in your mailing list. You can use this information to target particular congressional districts or to refer people to their Representative in Congress. Using a relational database management program such as FoxPro, Alpha Four/Five, or dBase IV, you can link the **State** and **Congressional District** field to the 108TH.DBF file located on the MAILERS+4 CD-ROM. The 108TH.DBF contains contact information (name of Representative, mailing address, telephone number, and so on) for the 106th Congress.
- **County FIPS Code** — Formatting this field allows Address Check to add the Federal Information Processing Standard codes to counties in your list.
- **County Name** — Allows Address Check to add the county, parish, or borough name.
- **Delivery Point Code** — When formatted, this field will allow Address Check to append the delivery point codes to records in your list. For more information on Delivery Point Codes see **Checking Addresses** on page 37.
- **Endorsement Line** — This field allows Presort to add the sort type code and can be included on the mailing label.
- **Error Fields** — Error fields are used by MAILERS+4 to insert error codes when it finds incorrect data. Error fields are extremely useful when viewing records MAILERS+4 cannot automatically correct. For example, if Address Check is unable to correct an address because the street name is misspelled, it will insert the code letter "U" in the "add error" field, identifying the error as an "unknown street." **Error/Information Codes** on page 207 contains a complete list of error codes.

Error fields must be formatted before MAILERS+4 can code them. You can format separate error fields for Address Check, Duplicate Check, Phone Check, Name Parse, Presort, and DataSelect. If you do not wish to format this many error fields in your mailing list, you can choose to format a single **Error Code** field. However, error codes placed in this field can be overwritten by other MAILERS+4 operations. For example, Address Check will automatically clear the error field in every record it processes, whereas other operations will overwrite the error field only if an error is present in that record.

Do not format existing fields as error fields because data currently in them may be overwritten by MAILERS+4.

If you do not have any error fields in your list, you may want to create one or more character fields using the MAILERS+4 Database Manager (See **Database Management** on page 137).

- **Latitude & Longitude** — Allows Address Check to append information to an address regarding its position on earth (Address Check uses 5-digit Latitude/Longitude numbers).
- **LOT Number** — Formatting this field will let Address Check append the Line of Travel Number for that address.
- **LOT Order** — This field will contain the “A” or “D” codes used to sort records to indicate an “Ascending” or “Descending” carrier route direction.
- **MSA and PMSA Codes** — When formatted, this field allows Address Check to add codes for Metropolitan Statistical Area and Primary Metropolitan Statistical Area.
- **SCF/NDC/DDU Destinations** — Formatting of this field allows Presort to enter the code for SCF/NDC/DDU destination discounts.
- **Time Zone** — Allows Address Check to append information to your list regarding the time zone that any particular record is located in.
- **Tray/Package Numbers** — This field is used by Presort to identify which pieces of mail go where when being delivered to the Post Office.
- **ZIP Code Type** — Allows Address Check to add a code to identify the type of ZIP Code found in each record.
- **ZIP + 4 Code** — When formatted, this field identifies the ZIP + 4 Code for all records in your mailing list. ZIP + 4 information is used by almost all of MAILERS+4 features.

17

Database Management

The Database Manager lets you perform common database management tasks within MAILERS+4, working with dBase format. Note that some of the fields within the Filter function work with fixed length files.

Use the Database Manager to:

- Create new mailing list structures.
- Modify your list by changing field names, field types, and field lengths.
- Copy list structures to a new mailing list file.
- Import data from other files to your list.
- Export data from your list to other file types (using Nth Record Selection).
- Delete records.
- Recall deleted records.
- Pack out deleted records.
- Append new records to an existing list.

CREATING A NEW LIST STRUCTURE

A database can be thought of as a computerized Rolodex. Just as a Rolodex is made up of a number of cards which hold certain types of information, a database is made up of a number of records, each of which hold certain types of data. In a database, the types of data which a record can

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Deleting Records	145
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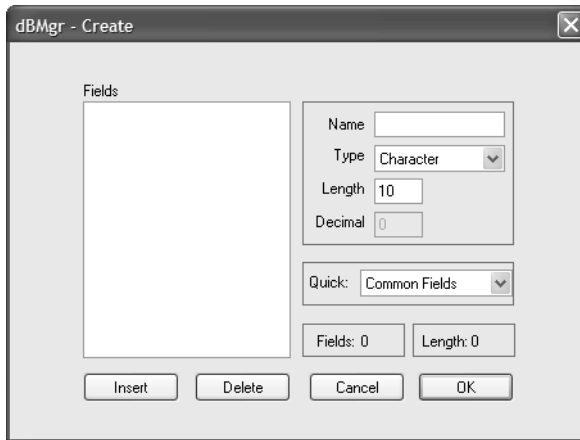
hold (name, address, telephone number, and so on) are called fields. In order to create a new database structure, you need to define what fields you want in its records.

Lists are created in dBase format and can be used by other programs, such as Foxpro, dBase III, Alpha Four, and so on.

Defining Fields in a New List

To define a field, you must specify its name, type, and length. You can do this by using the **Create** dialog box in MAILERS+4.

1. Select **Database > Create**. The **Create** dialog box opens.

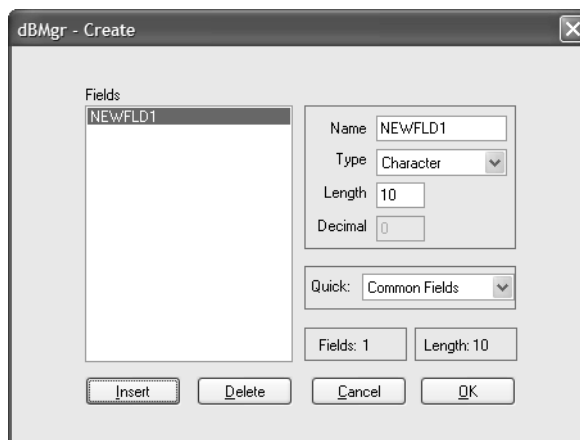


Creating a new database

2. Click **Insert** to add a new field to the list. The text "NEWFLD1" appears in the **Fields** box and in the **Name** field.
3. In the **Name** field, change "NEWFLD1" to the name you want the field to have (for example, If the field will hold address data, name it "Address").

The only NUMERIC field types you should create for MAILERS+4 are Latitude and Longitude. Make sure all other fields (including ZIP, phone number, and so on) are CHARACTER fields or MAILERS+4 will not read them correctly.

4. Select a field type in the **Type** drop-down box. The default field type is CHARACTER, as all MAILERS+4 fields are CHARACTER fields (except Latitude and Longitude, which are NUMERIC).



Inserting a new field

5. Define the field length in the **Length** field. Data will be cut off if the field length is too short. Minimum, maximum, and suggested field lengths for fields used with MAILERS+4 are listed in **MAILERS+4 Fields** on page 197.
6. If the field requires a decimal (used with NUMERIC field types), enter it in the **Decimal** field.
7. Repeat the previous steps until you have defined all the fields you want included in your new list.
8. To remove a field from the list, highlight it and click **Delete**. Click **Cancel** to quit without saving the list structure.
9. Click **OK** to save your new list structure as a file.

The "Fields" and "Length" status boxes (located at the bottom of the screen) show the total number of fields and the total record length for your list. As you add or remove fields from the list, these numbers will increase or decrease. The maximum number of fields allowed is 255 and the total record length cannot exceed 4000.

Creating a New List with QuickList

At the bottom of the **Create** dialog box is the **Quick** drop-down box containing predefined list structures. By selecting a predefined QuickList, the fields from that list are added to the **Fields** list box.

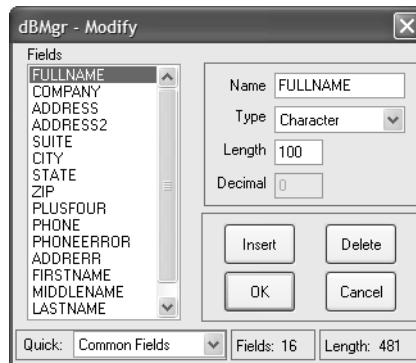
Several QuickLists have been included that contain fields for various MAILERS+4 features. You can use more than one QuickList selection in a list and add QuickList selections to fields you have already created. However, QuickList will only add new fields that have not already been defined in your list. Click on a selection in the **Quick** drop-down box to add the structure to your list.

MODIFYING AN EXISTING LIST

Modifying a list is similar to creating a new list structure, except that the fields from the currently open list are displayed in the **Fields** list box.

To modify an existing list:

1. Open a list in MAILERS+4.
2. Select **Database > Modify**. The **Modify** dialog box opens, with the fields from your list displayed in the **Fields** box.
3. In the **Fields** box, highlight the field you want to remove, and then click **Delete**.
4. To define a new field in the list, see **Defining Fields in a New List** on page 138.
5. To add a QuickList field, see **Creating a New List with QuickList** on page 139. To exit without saving changes to a list, click **Cancel**.



Modifying a database list

Editing Field Names, Field Types, and Field Lengths

Changing the type or length of an existing field may alter data contained in those fields. In the **Modify** dialog box:

1. In the **Fields** box, highlight the field you want to edit.
2. Make your changes in the **Name**, **Type**, **Length**, or **Decimal** fields.

COPYING A LIST STRUCTURE

The Copy Structure feature copies the dBase list structure from a currently open list to a new file. Use Copy Structure to start a new database with the same fields as the current list. No record data is transferred through this process.

To copy the current list structure to a new file:

1. Select **Database > Copy Structure**.
2. Type the path of the file you want to copy to (for example, C:\MP4\Mailer.dbf).
3. Click **Save**.

IMPORTING DATA TO A LIST

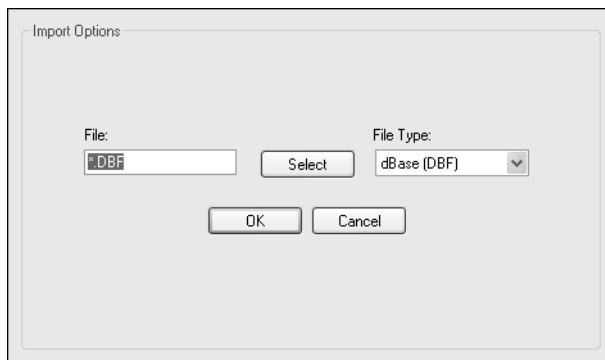
The Import feature allows you to append data to the end of your currently open list. You can import from other dBase, comma-delimited, tab-delimited, and fixed-length files.

When importing data, MAILERS+4 will place data into your list file in the same order as it appears in the import file, up to the length of each field in the list file. MAILERS+4 will begin importing from the first field to the next, up to the number of fields in the currently open list file.

If the two files do not match exactly, field data may not transfer correctly. For example, if the import file has more fields than the list file, the extra fields from the import file won't be transferred. If the input file has less fields than the list file, the extra fields in the list file will be left empty.

To import data to a list:

1. Open a list in MAILERS+4.
2. Select **Database > Import**. The **Import Records Options** dialog box opens.



Importing data

3. Click **Select** to locate the file you will be importing from.
4. Select the **File Type** of the file you will import from.
5. Click **OK** to begin importing, or **Cancel** to quit.

Example 1: Importing to a Matching File

CUSTMR.DBF is the name of the mailing list file open in MAILERS+4. You want to append data to CUSTMR.DBF from the file APPNDME.DBF. MAILERS+4 will transfer the data between these

files by matching up field names. While data is being transferred if an APPNDME.DBF field is copied to a shorter CUSTMR.DBF field, it will be truncated.

APPNDME.DBF				CUSTMR.DBF			
Field	Type	Length	Data	Field	Type	Length	Data
First	Character	20	Bob	First	Character	20	Bob
Last	Character	25	Smith	Last	Character	25	Smith
Address	Character	20	100 Main St	Address	Character	20	100 Main St
City	Character	28	Anytown	City	Character	28	Anytown
State	Character	2	CA	State	Character	2	CA
ZIP	Character	10	12345	ZIP	Character	10	12345

Example 2: Importing to a Non-Matching File

In this example, CUSTMR.DBF and APPNDME.DBF contain different field structures. Note how data is appended incorrectly to CUSTMR.DBF. In addition to data being imported to the wrong fields, the text in the **State** field of CUSTMR.DBF is cut off because the **State** field length is shorter than the **City** field length in APPNDME.DBF. "ZIP" field data from APPNDME.DBF does not copy to CUSTMR.DBF because there is no field left to accommodate it.

APPNDME.DBF				CUSTMR.DBF			
Field	Type	Length	Data	Field	Type	Length	Data
Title	Character	8	Mr.	First	Character	20	Mr.
First	Character	20	Bob	Last	Character	25	Bob
Last	Character	25	Smith	Address	Character	20	Smith
Address	Character	20	100 Main St	City	Character	20	100 Main St
City	Character	28	Anytown	State	Character	2	An
State	Character	2	CA	ZIP	Character	10	CA
ZIP	Character	10	12345	<i>ZIP data is omitted because all fields are in use.</i>			

Example 3: Delimited Files

When appending data from a comma- or tab-delimited file, check to see if there are the same number of fields in the list file as there are in the delimited file. If any data in the delimited file is longer than the length of the field it is being appended to in the list file, the copied data will be cut off to fit the list field.

Comma-delimited file, first line:

"Bob," "Smith," "100 Main St," "Anytown," "CA," "12345"

CUSTMR.DBF				
Field	Type	Length	Data	
First	Character	20	Bob	
Last	Character	25	Smith	
Address	Character	20	100 Main St	
City	Character	28	Anytown	
State	Character	2	CA	
ZIP	Character	10	12345	

Example 4: Fixed Length File Appended Incorrectly

Fixed length files are appended according to the lengths of the list file. In the following example, the data is not appended correctly. To fix this problem, a new list file should be created in which the field lengths match those of the fixed-length file.

Fixed-length file, first line:

Lengths: 10 10 15 8 2 5
 Bob Smith 100 Main ST Anytown CA 12345

CUSTMR.DBF				
Lengths	Field	Type	Length	Data
Bob=10	First	Character	20	Bob Smith
Smith=10	Last	Character	25	100 Main St Anytown CA
100 Main St=15	Address	Character	20	12345
Anytown=8	City	Character	28	
CA=2	State	Character	2	
12345=5	ZIP	Character	10	

Example 5: Fixed Length File Appended Correctly

In this example, the field lengths in the list file were defined to match the lengths of the data in the fixed-length file.

Fixed-length file, first line:

CUSTMR.DBF				
Lengths	Field	Type	Length	Data
Bob=10	First	Character	10	Bob Smith

CUSTMR.DBF				
Lengths	Field	Type	Length	Data
Smith=10	Last	Character	10	100 Main St Anytown CA
100 Main St=15	Address	Character	15	12345
Anytown=8	City	Character	8	
CA=2	State	Character	2	
12345=5	ZIP	Character	5	

EXPORTING DATA FROM A LIST

The Export function only works with dBase files. You can not export a Microsoft Access file type.

To export data from a list (using **nth** record selection):

1. In MAILERS+4, open the list you wish to export data from.
2. Select **Database > Export**. The **Export Records Options** dialog box opens.

Exporting data from a list

3. Fields in your current list appear in the left side of the **Export Records Options** dialog box. Choose which field data you want to export by highlighting a field and clicking the **>** button. If you want to export data from all the fields in your list, click the **Add All** button.

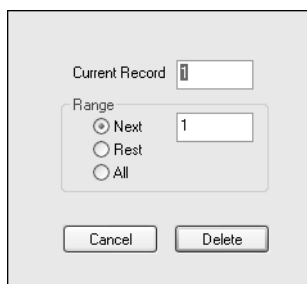
4. Fields you have selected to export appear on the right hand side of the **Export Records Options** dialog box. To remove a field from the export list, highlight it and click the < button. If you want to remove all the fields from the export list, click the **Remove All** button.
5. In the **Records to Export** area, click **All Records** to export the selected fields for your entire list, click **Every** to export the selected fields based on your entry of a numerical value, and click **Randomly selected records** to export the selected fields by randomly choosing records until the numerical value you entered is reached.

Therefore, if you click **Every** and enter a numerical value of 4, every fourth record will be exported (for example, 4, 8, 12, and so on). If you click **Randomly selected records** and enter a numerical value of 50, MAILERS+4 will randomly export 50 records from your list.
6. Click **Filter** if you wish to apply additional selection criteria to the records you have chosen to export. Your records should be filtered before any settings in the **Records to Export** area are applied.
7. Click **Save** to export your records, or **Cancel** to quit.

DELETING RECORDS

The Delete feature marks records in your list for deletion. You can delete a single record, a range of records, or all the records in the list.

To mark a record for deletion, select **Database > Delete**. The **Delete Records** dialog box opens.



Marking records for deletion

- **Current Record** — The current record number is shown here. To change the current record, simply type in a new record number.
- **Range** — These options let you choose whether to delete a range of records, the rest of the records from the current record to the end of the list, or all the records in the list.

- **Next** — This option allows you to delete a range of records beginning with the current record. For example, to delete only the current record, type “1.” To delete the current record and the following 49 records, type “50.”
- **Rest** — Select this option to delete records from the current record to the end of the list.
- **All** — Select this option to delete all the records in the list.

RECALLING RECORDS

Use Recall to “unmark” records marked for deletion. Recall works exactly like Delete. To unmark records for deletion, select **Database > Recall**. The **Recall Records** dialog box opens.

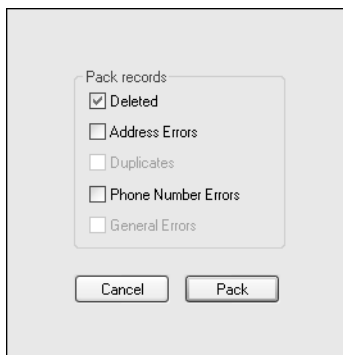
- **Current Record** — The current record number is shown here. To change the current record, simply type in a new record number.
- **Range** — These options let you choose whether to recall the deleted records in a range, in the rest of the list, or all of the list.
 - **Next** — This option allows you to recall deleted records from a range beginning with the current record. For example, to recall only the current record, type “1.” To recall the current record and any deleted records in the following 49 records, type “50.”
 - **Rest** — Select this option to recall all deleted records from the current record to the end of the list.
 - **All** — Select this option to recall all the deleted records in the list.

PACKING RECORDS

Pack permanently removes records that have been marked for deletion. You also have the option of packing out records which have address, duplicate, phone, or general errors (if you formatted the corresponding fields in your list prior to running their respective features).

To pack out deleted records in your list:

1. Select **Database > Pack**. The **Pack** dialog box opens.
2. Choose whether to pack out all the “Deleted” records in your list (that have been marked for deletion), or those with error codes in the **Address Error**, **Dup Error**, **Phone Error**, or **Error Code** fields. A check mark will appear next to the options you select.
3. Click **Pack** to begin or **Cancel** to quit.



Packing out deleted records

MAILERS+4 creates a backup file of your list before it packs out your records. This backup file can be found in the same directory as your list. It has the same file name as your list but with the extension .BAK.

APPEND

This function is another of the MAILERS+4 Data Entry features (see **Data Entry** on page 149). It allows you to add new records to an existing list. Data Entry will only add records to lists that are in dBase format.

To add records to your list:

1. Open the list that you want to add records to in MAILERS+4.
2. From the **List Information** screen, select **Database > Append**. The **Data Entry** screen that you formatted for the file opens. The current record number is displayed in the lower left-hand corner of the screen. For new lists, this number will start at 1.
3. Type the requested information in the first field. Press either TAB or ENTER to advance to the next field. You can also use the **Append** toolbar at the top of the **Data Entry** screen to navigate to a desired record layout.
4. Continue this process until all of your information has been entered into the screen.
5. Click **Save** to save your data that you entered. Click **Cancel** to clear the screen of all data.
6. To advance to the next screen and save your information after entering data in the last field of your **Data Entry** screen, press the TAB or ENTER key, and then click **Save**.
7. To view the next or previous record, click **Next** or **Previous** at the top of your **Data Entry** screen. Clicking **Go To** will allow you to type the number of a specific screen and jump to that screen.

8. Select **File > Quit** to exit Append and return to the MAILERS+4 **List Information** screen.

To scroll backwards through a record, hold down the SHIFT key while pressing TAB. You can also return to the previous record in your list using the CTRL-HOME hotkey combination, or advance to the next record in your list using the CTRL-END hotkeys.

18

Data Entry

You can create new lists and add records to existing lists with the MAILERS+4 Data Entry feature. This feature allows you to design the **Data Entry** screen that will be used for inputting your data. Data Entry will only add records to existing lists that are in dBase format.

CREATING A NEW LIST LAYOUT

Before you can begin adding records to a new list, you must first define the fields that will be used. To define a field, you must specify the field's name, type, and length. It is important to remember to close any other lists that MAILERS+4 may be running before attempting to create a new list. See **Creating a New List Structure** on page 137.

DESIGNING YOUR DATA ENTRY LAYOUT

Now that you have told MAILERS+4 the fields that you will be working with, it is time to create the screen you will use to enter your data. A well-planned, well-laid-out Data Entry screen will greatly reduce the time and stress of data entry, especially when working with a large number of records.

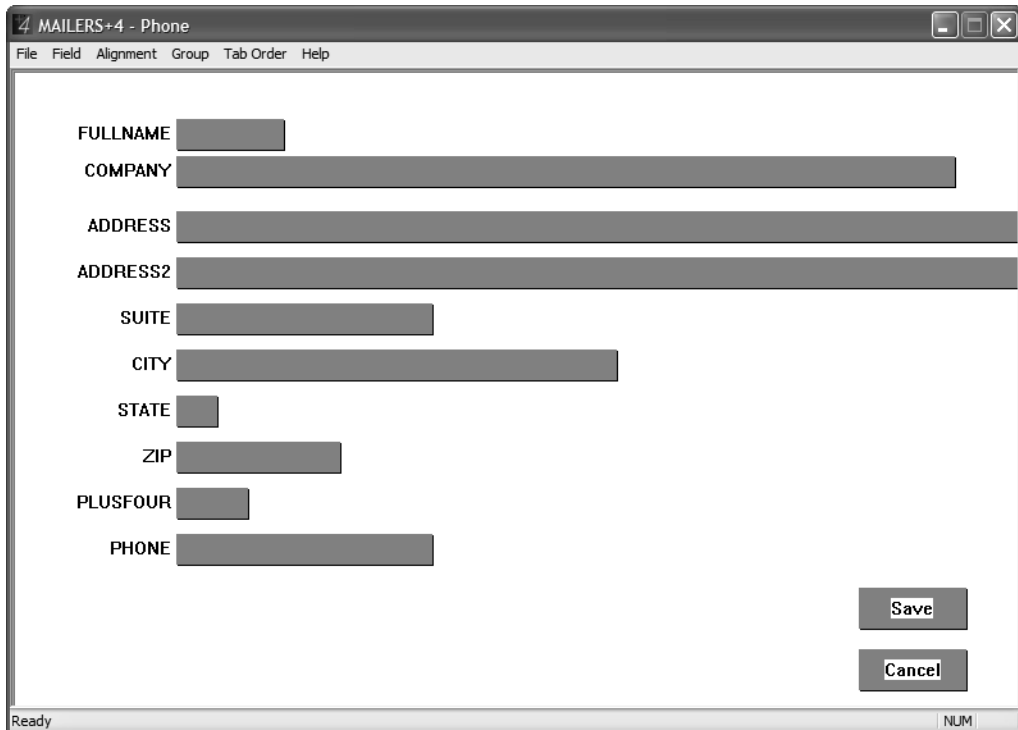
Designing the Data Entry Screen

1. Open your list in MAILERS+4. Select **Tools > Data Entry > Design View**. A blank **Design View** screen displays.

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2. Select **File > AutoCreate** to pull up the fields that are in your list. AutoCreate will only display fields that were formatted using Format Fields. If you are creating a new list from scratch, fields must be created one-at-a-time manually (AutoCreate cannot work with something that does not exist). For more information, see **Adding, Deleting, and Moving Fields** on page 152.



Designing a data entry screen

The fields for your list will appear in the **Design View** screen as grey rectangles with the field names to the left. It is important to remember that the boxes in the **Design View** screen represent the viewable area of the fields in your list and not the actual fields themselves.

For example, if you had a **First Name** field formatted in your list with a field length of 20, and formatted the **Design View** screen box for a length of 15, you would be able to enter 20 characters, but only 15 characters would appear on the **Data Entry** screen. The length of the boxes indicates the viewable area of that field on the screen.

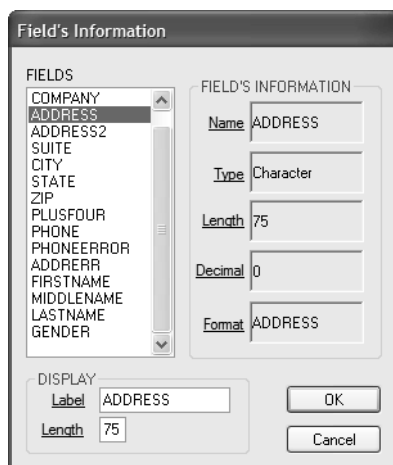
Editing the Name and Length of New Fields

The names and lengths of your **Design View** screen boxes can be edited to reflect the actual length of your fields. Care should be taken when modifying **Design View** screen boxes to keep lengths consistent with the fields that are in your list. If not, information may be hidden on the **Data Entry** screen.

To prevent losing entry fields off the edge of the screen, design the **Data Entry** screen with the screen resolution set to match the resolution of the screens that it will be running on.

To edit field name and length:

1. Using the right-hand button of your mouse, click on the field that you want to modify. The **Field's Information** dialog box opens.

The image shows a 'Field's Information' dialog box. On the left, there is a list of fields: COMPANY, ADDRESS, ADDRESS2, SUITE, CITY, STATE, ZIP, PLUSFOUR, PHONE, PHONEERROR, ADDRERR, FIRSTNAME, MIDDLENAME, LASTNAME, and GENDER. 'ADDRESS' is highlighted. On the right, under 'FIELD'S INFORMATION', there are input fields for Name (ADDRESS), Type (Character), Length (75), Decimal (0), and Format (ADDRESS). At the bottom left, under 'DISPLAY', there are input fields for Label (ADDRESS) and Length (75). At the bottom right are 'OK' and 'Cancel' buttons.

Selecting a field to edit

This screen shows field names and lengths for the **Design View** screen boxes in your list. The **Field's Information** area on the right portion of the screen shows the details of the highlighted field's actual name and length as it exists in your list. At the bottom of the screen, the **Label** and **Length** fields show the name and viewable area that will appear on the **Data Entry** screen for that field.

2. Delete the current **Label** name and type in the new name that you wish to appear in the **Data Entry** screen.
3. Delete the number in the **Length** field and type in the field length displayed in the **Field's Information** area. The viewable area on the **Data Entry** screen for that field will now have the same length as the actual field in your list.
4. Click **OK** to save your changes and return to the **Design View** screen.
5. Repeat the above steps until all your fields have the desired name and length.

The display length of each field can also be adjusted in the **Design View** screen. Note that the boxes in the **Design View** screen represent the viewable area of the fields in your list and not the actual fields themselves.

To change the display length of your fields:

1. Move your cursor to the left or right edge of the field that you want to resize. The pointer will become a cross.
2. Click and hold the left button on your mouse and the box will become an outline.
3. Move the cursor left or right to stretch the box to the desired length.
4. Release the left mouse button to set the new size of the box. After stretching a field, the new field length information can be viewed by double-clicking your mouse on that field.

Adding, Deleting, and Moving Fields

Individual fields can be added or deleted to the **Data Entry** screen.

To add a field:

1. Select **Database > Modify**.
2. Click **Insert**. A new field is added.
3. Type the **Name**, **Type**, and **Length** of the new field.
4. Click **OK**.
5. Select **Tools > Data Entry > Design View**.
6. Select **Field > Create...Ins**. A field outline will appear under your cursor.
7. Use your mouse to position the field outline in a desired location, and then double-click it to open the **Field's Information** dialog box.
8. In the **Display** box, specify a **Label** and **Length** for the new field. Select the label in the **Fields** box.
9. Click **OK**.
10. To save the new field, select **File > Save View**.

To delete a field:

1. Select **Field > Delete...Del**. in the **Design View** screen. The **Select A Field** dialog box opens.
2. Select the field you wish to delete, and then click **OK**.

To move a field:

1. Click and hold down the left mouse button on the **Design View** field you wish to move.
2. Using your mouse, drag this field to a desired location.
3. Release the left mouse button to set the new field location.

4. Repeat these steps until all of the fields are arranged to your liking.

Aligning Fields

Fields in your **Data Entry** screen can be aligned using the **Alignment** menu.

To align data entry fields:

1. Using your mouse, click and drag to draw a square around the fields you want to align, then release the mouse button.
2. Using the **Alignment** menu, choose the alignment style you want (Left, Right, Top, or Bottom). The field boxes will now align themselves with the inside edge of the box that you indicated.

Grouping

The Grouping feature in Design View can be used to draw borders around sets of field boxes, or to create permanent text boxes in your **Data Entry** screen.

- Grouping fields allows you to set off related fields by containing them inside a box.
- Text boxes allow on-screen messages to be displayed in the **Data Entry** screen.

Grouping and text boxes can be modified in Design View, however, they are fixed in the **Data Entry** screen.

To create a grouping box:

1. Select **Group > Box**. An outline of a grouping box appears under your cursor.
2. Move the grouping box outline to a desired location and left-click your mouse to set it.
3. To resize a grouping box, click and hold the left mouse button on any side of the box and stretch it to your desired size.
4. If you need to reposition a grouping box, move your cursor to the box, then click and hold the left mouse button. This will pick up the box.
5. Move the grouping box with your cursor to a desired location and release the left mouse button to place the box.
6. Repeat the above steps until the layout of the grouping boxes suits you.

To create a text box:

1. Select **Group > Text**. An outline of a text box appears under your cursor.
2. Move the text box to a desired location and left-click your mouse to set it.
3. To add text to the box, double-click the box with your mouse. The **Assign Text** dialog box opens. Type the desired text in the **Text** field.
4. Click **OK**. Your text will appear in the text box you just created. Text can be changed at any time by double-clicking a desired text box.
5. You can resize and reposition this box in the same manner as a grouping box.

Tab Order

The Tab Order feature in Design View allows you to select the sequence in which fields will be accessed when entering data. After data has been typed into a field, pressing TAB or ENTER will, by default, advance the cursor to the next field (as defined by Tab Order).

To modify tab order:

1. Click **Tab Order** in the menu bar. Numbers will appear next to each field, indicating the order these fields will advance during data entry. The default setting is the order these fields were added to the screen.
2. Click on the field you want to be first during Data Entry. The number "1" will now appear next to this field.
3. Click on the field you want to be second during data entry to designate that field #2.
4. Continue clicking on the rest of the fields on your screen until all of the fields have been assigned a new number.
5. Left-clicking your mouse button on a clear part of the screen (away from the field boxes) will save your Tab Order changes.

Save/Cancel Buttons

The **Save** and **Cancel** buttons in the **Design View** screen can be repositioned anywhere on the screen. During data entry, these buttons can be used to either save information that has been input, or cancel the entry and clear the current screen. These buttons cannot be removed from the **Design View** screen.

When you are finished with the layout of the **Design View** screen, select **File > Save View**. Enter the name of your mailing list file and click **OK**. Select **File > Exit** to return to the MAILERS+4 main screen.

Using Manage Views

The **Manage Views** feature allows saved Data Entry layouts to be assigned to new mailing lists. You can access this feature from the MAILERS+4 main screen by selecting **Tools > Data Entry > Manage Views**. The **Manage View** dialog box opens.

Click **Import** to use a Data Entry layout (view) from an earlier version of MAILERS+4 with your current mailing list. To save a selected Data Entry layout (view) as the default layout for your current list, click **Set As Default**. You can remove a selected Data Entry layout (view) from the MAILERS+4 program by clicking **Delete**. To exit Manage Views and return to the main screen, click **Close**.

Setting Data Entry Options

After designing your Data Entry screen, use the **Data Entry Options** dialog box to set data entry options for your records (see **Data Entry Options** on page 36 for more information).

Adding Records to a List

To add records to a list:

1. Open the list you want to add records to.
2. From the main screen, select **Database > Append**. The **Data Entry** screen you formatted for the file displays. The current record number will be displayed in the lower left-hand corner of the screen. For new lists, this number will start at 1.

You can use the Append toolbar at the top of the **Data Entry** screen to navigate to a desired record layout.
3. Type the requested information in the first field, and then press either TAB or ENTER to advance to the next field.

To scroll backwards through a record, hold down the SHIFT key while pressing TAB. You can also return to the previous record in your list using the CTRL-HOME hot key combination, or advance to the next record in your list with the CTRL-END hot keys.

4. Continue this process until all of your information has been entered into the screen.
5. Click **Save** to save the data you entered. Click **Cancel** to clear the screen of all data.
6. To advance to the next screen and save your information, TAB over to the **Save** button and press the ENTER key.
7. To view the next or previous record, click **Next** or **Previous** at the top of the **Data Entry** screen.
8. Clicking on **Go To** will allow you to type in the number of a specific screen and then jump to that screen.
9. Select **File > Exit** to exit Data Entry and return to the main screen.

BACKING UP DATA ENTRY TEMPLATES

MAILERS+4 allows you to save your data entry settings as a template that can be re-used without having to set up the data entry screens for each database. These settings are stored in a file called `mp4w32.dat` in the MAILERS directory. A duplicate file is automatically copied to the `BAK` subdirectory of your main program directory every time you MAILERS+4.

The backup files allow you to restore your MAILER+4 settings if the original files are overwritten or lost for any reason.

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Exporting Street Data

The Export Street Data feature lets you output the contents of the MAILERS+4 street data file in dBase, fixed-length (text), or comma-delimited format. This will take the postal address data for a ZIP Code from the database and place it into one file.

This information can be used as a great resource tool for planning mailings and checking for possible addresses. However, it should never be used to create addresses or records for a mailing list, since the street data file is made up of ranges, not actual addresses.

In this chapter...

Exporting Street Data to a File 157

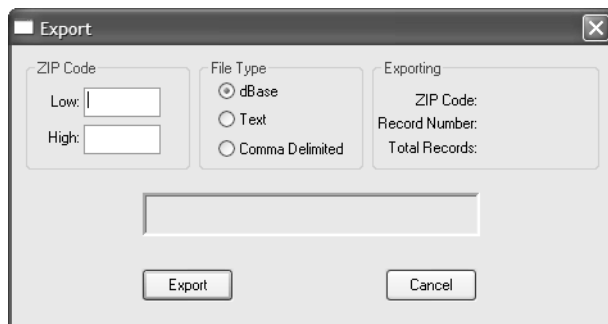
EXPORTING STREET DATA TO A FILE

1. Select **Tools > Export Street Data**. The **Export** dialog box opens.

The **ZIP Code Low** and **High** fields define the ZIP Code range of records to be exported. The **File Type** box lets you specify the file format for exporting [dBase, fixed-length (text), or comma delimited]. When these fields have been defined, click **Export** to begin the process of outputting street data. Click **Cancel** to return to the main screen. During the export process, an Exporting box displays the current ZIP Code, Record Number, and Total Records that were exported.

2. Type the ZIP Code range you wish to export. If you only wish to export a single ZIP Code, enter the ZIP Code number in the **Low** field and leave a "0" in the **High** field.

3. Select the type of file format you want to export to [dBase, fixed-length (text), or comma-delimited].
4. Click **Export**. A **Save As** dialog box opens. The 5-digit ZIP Code you entered in the low range of the **Export** dialog box appears as the default file name, followed by the file's extension. You can change the drive, path, file name, and extension.
5. Click **Save** to save the street data to a file.



Exporting street data

Viewing the File

When viewing the file, an “x” in the ZIP Plus 4 **Low** and **High** fields indicates a non-deliverable address range (for example, railroad tracks on one side of the street prevent the establishment of valid addresses in this location).

If the street prefix in the “Street Data” file is a Spanish name, the street name (rather than the prefix) is shown alphabetically (Calle Negocio is listed under N, Avenida Estrella is listed under E, and so on).

No.	Description	Length	Position
1	Primary Address Range Low	10	001-010
2	Primary Address Range High	10	011-020
3	Primary Address Odd/Even Code	01	021-021
4	Street Pre-Direction Abbreviation	02	022-023
5	Street Name	28	024-051
6	Street Suffix Abbreviation	04	052-055
7	Street Post-Direction Suffix	02	056-057
8	ZIP Code	05	058-062
9	Carrier Route	04	063-066

No.	Description	Length	Position
10	ZIP 4 Low	04	067-070
11	ZIP 4 High	04	071-074
12	Company Name	40	075-114
13	Secondary Address Abbrev.*	04	115-118
14	Secondary Address Range Low	06	119-124
15	Secondary Address Range High	06	125-130
16	Secondary Address Odd/Even	01	131-131
17	Congressional District	02	132-133
18	County Number	05	134-138
19	Record Type	01	139-139
20	Carriage Return/Line Feed	02	140-141

* The Secondary Address Abbreviated field is used to indicate Suite (Ste), Apartment (Apt), Building (Bldg), and so on

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Mail Merge+

MAILERS+4 Professional Only

What is Mail Merge+? Most businesses keep track of customers by entering their account information in a database. When this database is used to personalize form letters and envelopes with the data from fields in a database record, it is known as a mail merge.

Why should you use it? Data from any field in an existing mailing list can be applied to your customer communications. You can also include your signature, logo, and the current date.

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CREATING A NEW DOCUMENT

Using Existing Content in a New Document

The easiest way to create a new Mail Merge+ document is to transfer the copy of your existing file to a new document. When you access the Mail Merge+ function, a new Mail Merge+ document is automatically opened for you.

To transfer the text of your existing file to this new Mail Merge+ document:

1. Select **List > Mail Merge**. The **Mail Merge** window opens.
2. Open your existing file in the program you used to create it. Select the text you wish to copy by selecting **Edit > Select All** (if you wish to copy

your entire file), or by using your mouse to click and drag across the portion of text you wish to copy.

3. Copy the selected text by selecting **Edit > Copy**.
4. In the new Mail Merge+ document, use your mouse to click the area of the page where you would like to paste your copied text.
5. After the blinking insertion point appears, select **Edit > Paste**. The text you selected in your existing file will be copied to the new Mail Merge+ document.

Creating Content for a New Document

If you don't have existing text to use with your Mail Merge+ document, you can create this text in Mail Merge+.

1. Select **List > Mail Merge**. The **Mail Merge** window opens.
2. Select **Print > Page Setup**. The **Page Setup** dialog box opens.
3. Specify the desired page size and margins, and then click **OK**.
4. Click on the Mail Merge+ document and use the TAB and ENTER keys on your keyboard to place the insertion point where you want the first line of text to begin. Since Mail Merge+ operates in the same manner as other word processing programs, you can type in the text of your document as you would with your favorite text editor.

When Mail Merge+ opens new documents, it defaults to a letter size paper setting. The configuration of your Page Setup screen is determined by the print driver you are using. See the print driver documentation for more information on setting up your page

Working with Existing Documents

Mail Merge+ lacks the features of full word processing programs, as its text editor is patterned after WordPad. It will not retain the formatting of complex documents and should not be used for this purpose. To preserve the original document, use the **Save As** command to give your file a new name.

Converting Files to Microsoft Word

Mail Merge+ works with Microsoft Word 6 .doc files. If you are using another version of Microsoft Word or a different word processing program (such as Word Perfect), you will need to convert your file to a Microsoft Word 6 document.

To begin the conversion process, select **File > Save As**. Choose a folder location for your file.

- If you are converting a file from Microsoft Word 97, use the **Save as type** dialog box and choose **Word 6.0/95 (*.doc)**.
- If you are converting from Microsoft Word 2000, save the file as a **Word 97-2000 & 6.0/95 (*.rtf)** file.

- If you are using a different word processing program, check the documentation that came with your software to see if you can convert your files to a Microsoft Word 6 document.

Opening Microsoft Word Documents with Mail Merge Fields

Although Mail Merge+ will open Microsoft Word 6 documents, any fields you create with the Mail Merge function in Microsoft Word will not be preserved in MAILERS+4. The field names will appear in your Mail Merge+ document, however, they will not have the ability to display associated fields from your mailing list. These Microsoft fields have been stripped of their field properties and are now just text entries.

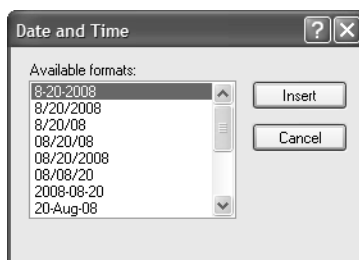
INSERTING DATA INTO DOCUMENTS

Data Types and their Uses

The **Insert** menu lets you add fields to your document that will display the current date and time, a graphical image, or record data from your mailing list. Once you have a document that has been created in Mail Merge+ or imported from an external program, you can add fields to personalize this document for your customers. The process of inserting these fields into your document is simple. After you decide which fields to add to your document, click on the **Insert** menu and select the desired field type from the drop-down menu.

Date and Time

Date and Time will display the **Date and Time** dialog box containing a list of available formats. Select the format you prefer, and then click **Insert** to place this field at the location of the insertion point in your document. Click **Cancel** if you decide not to add this field to your document.



The Date and Time screen

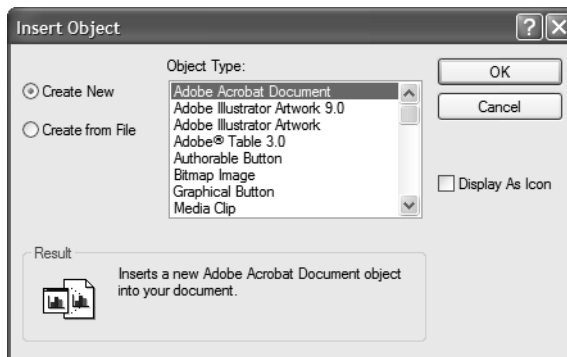
Object

Object will display the **Insert Object** dialog box containing a list of object types. This object data is provided so you can add a signature, logo, or clip art to your customer communications. Since Mail Merge+ uses external program associations to open graphic objects, your system must

have software installed that is compatible with your file choice. Use the .bmp or .wmf file types to add these objects to your Mail Merge+ document.

From the **Insert Object** dialog box, click **Create New** to create a new graphic for your document or **Create from File** to add an existing image to your document. With **Create New**, the object type you select determines the program used to create your graphic (for example, "Paintbrush Picture" opens Microsoft Paint).

If you place a logo or other graphic on an envelope, make sure its location meets the requirements of USPS Publication 28. To insure that these requirements are met, have your Post Office approve an envelope sample (as incorrect object placement can lead to mail-piece rejection).

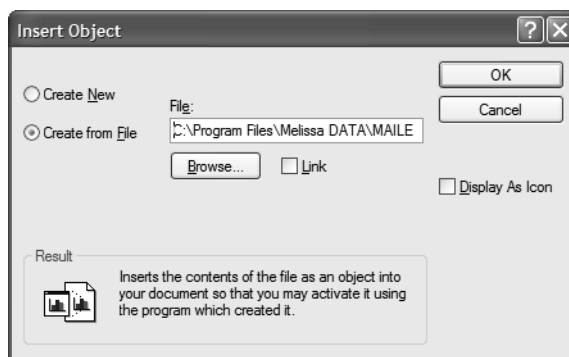


The Insert Object screen

As you create the new graphic, it is automatically added to your document at the insertion point location (if you are using a "Paintbrush Picture" or "Microsoft Word Object"). If you are using another program to create the graphic, it will not be inserted into your document until you save it and return to Mail Merge+.

If you choose to add an existing image with **Create from File**, a navigation screen will appear with a "File" window displaying the directory path of your current file location.

Mail Merge+ uses external program associations to open graphic objects. To add a graphic to your Mail Merge+ document, your hard drive must have software that is compatible with your file choice.



Inserting an existing image

1. Click **Browse** to open the **Browse** screen, and then find the desired .bmp or .wmf file.
2. Click **Open** to return to the **Insert Object** dialog box. If you choose, you can select the **Link** check box to reduce the document size by storing this graphic outside your document.
3. Click **OK** to add the image to your document, or **Cancel** to exit the **Insert Object** dialog box without adding the object.

Once you have created or imported an object type, you can select it while keeping your left mouse button depressed and drag it to any location in your document that will accept an insertion point. You can also place an insertion point near the lower left border of your object and use the TAB, ENTER, and BACKSPACE keys on the keyboard to reposition it.

To resize your object, click on it and drag one of the eight boxes in the object's border while depressing the left mouse button.

To edit an object in the program that created it, double-click the object in Mail Merge+. The MAILERS+4 menu bar will change to that of the program you used to create the object. After you have finished editing the object, deselect it by clicking somewhere else in your document to return to the Mail Merge+ menu.

Word 97 Users

To place graphics and text on the same line, do the following:

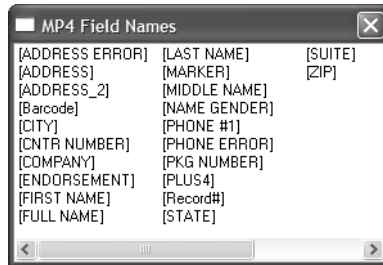
1. Select **Insert > Object**.
2. Click **Create New**, and then choose **Microsoft Word Document** from the **Object Type** window.
3. Click **OK**.
4. If the rulers are not visible in your new Microsoft Word document, select **View > Ruler**.
5. Click on the bounding box and resize it to the width of your envelope.
6. Select **Insert > Text Box**. Click and drag the crosshair cursor to create a text box.

7. Type your address into the text box you just created. Click off the text box to deselect it.
8. Select **Insert > Picture**.
9. Select a graphic category and choose an image to insert. You can reposition the text and graphic by clicking and dragging them to your desired locations.
10. To return to Mail Merge+, click on the Mail Merge+ document screen.

Field Names

The **Field Names** dialog box contains the fields you have formatted in the mailing list you are using for Mail Merge+.

Click on the fields you wish to insert and drag them with your left mouse button depressed to the desired location on your document. To place multiple fields on the same line, simply drag and drop them to the same location. To put them on different lines, press the **ENTER** key before dragging and dropping the next field. Mail Merge+ will match these fields with the associated data found in each record of your mailing list.



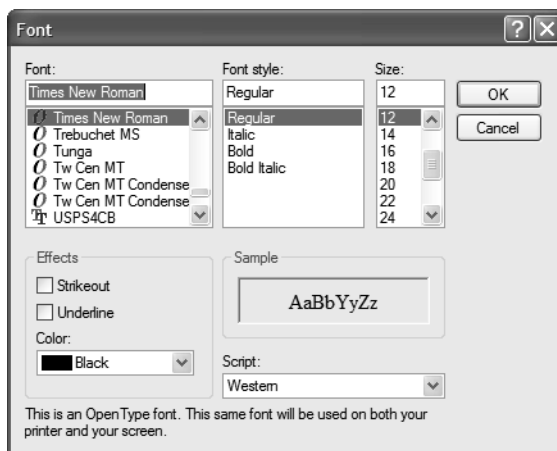
Field names

FORMATTING A DOCUMENT

Applying Fonts

The most effective way to improve the appearance of your Mail Merge+ document is to change the formatting of your fonts. You can reformat the fonts in your entire document by selecting **Edit > Select All**. Any formatting changes will now be applied to all the text in your document. If you want to limit formatting changes to a specific portion of text, select it by using your mouse to click and drag across the desired text passage. After your text has been selected, open the **Font** dialog box by selecting **Format > Font**.

When the **Font** dialog box opens, select your desired formatting choices. You can refer to the **Sample** box to see the results of your choices before applying them to your document. Click **Cancel** if you choose to close the **Font** dialog box without saving your changes.



Changing the font

When working with envelopes, avoid using fonts with a size of less than 8 points, a serif or script type style, and a color other than black. Check USPS Publication 28 for more information on addressing requirements and always have your Post Office approve a sample before printing an entire job.

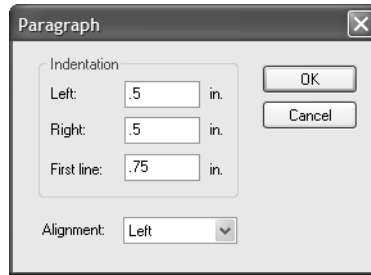
Adding Bullets

If you want to change the format of your document by adding bullets to a list, you can add one bullet at a time to your insertion point location, or select a block of text and add several bullets at once. To place bullets properly in a selected block of text, you must have a hard return (using the ENTER key) between each independent list entry. After you have placed the insertion point in a desired location (by clicking on it with your mouse) or selected your text, choose **Format > Bullet Style** to insert bullets in your document. You can delete your bullets by highlighting a bulleted block of text and reselecting **Bullet Style** to remove its check mark.

Formatting Paragraphs

The **Paragraph** dialog box lets you set the indents and alignment for a selected block of text or an entire document. After you have selected the text, select **Format > Paragraph** to open the **Paragraph** dialog box.

When the **Paragraph** dialog box opens, specify the desired indentation values. The process of specifying left and right indentation is very similar to that of setting margins for a document, although indents only apply to the selected text, not the entire document (as with margins). The value you enter in the **First Line** field will determine the starting point location of the first word in every paragraph.



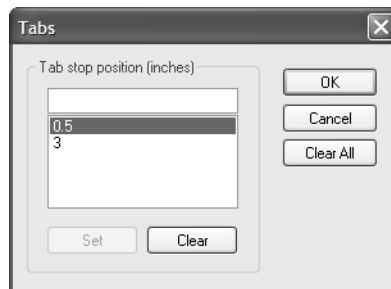
The Paragraph dialog box

You can also indicate a desired alignment for your selected text by choosing **Left**, **Right**, or **Center** from the **Alignment** drop-down box. Your alignment choice will be applied to every line of selected text in your document. After specifying your paragraph formatting choices, click **OK** to save your changes or **Cancel** to close the **Paragraph** dialog box without altering the formatting of your text.

Setting Tabs

Tabs serve the same purpose as indentation but are more versatile. By setting multiple tabs in your document, you can quickly move a line of text to any desired location. To place tab stops in your document, select **Format > Tabs**.

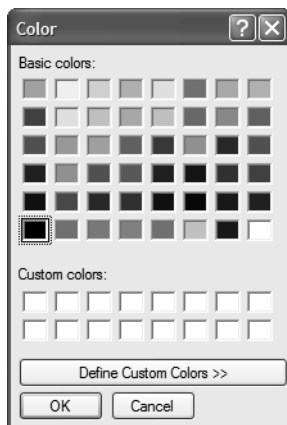
1. Use the **Tab stop position** window to enter the value in inches of your first tab.
2. Click **Set** to confirm this tab setting by moving it to the large window.
3. Repeat the above steps until you have finished setting your tabs.
4. If you decide to remove one of the tabs, select it in the large window and then click **Clear** to delete it.
5. To remove all your tab settings, click **Clear All**. To save your tab settings and exit the **Tabs** dialog box, click **OK**. To close the **Tabs** dialog box without saving your tabs, click **Cancel**.



Setting tabs

Choosing a Background Screen Color

Background colors do not affect the appearance of Mail Merge+ documents, as they are only visible on the computer monitor and will not appear on printed copies. This feature allows you to choose a text background that is easier on the eyes than the default white color. To change the background screen color of your document, select **Format > Background**. The **Color** dialog box opens.



Changing the background color

1. Click on a color sample in the **Basic Colors** area that matches your desired color choice.
2. Click **OK** to change the background screen color of your document or **Cancel** to keep the existing background screen color.

If your desired color is not in the “Basic Colors” area...

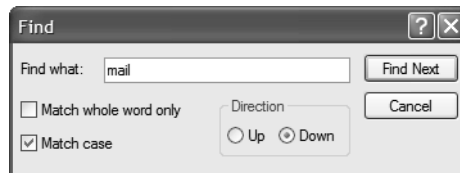
1. Select the basic color that is the closest match, and then click **Define Custom Colors**.
2. Use the slider and settings boxes to adjust your color until the color side of the **Color/Solid** sample box matches your desired color.
3. Click **Add to Custom Colors** to include this color in your other color choices.
4. Select your new color from the **Custom colors** area and apply it to your document screen by clicking **OK**.

EDITING A DOCUMENT

Selecting Text and Objects

Before editing a document in Mail Merge+, you need to select the text or objects you wish to change. The easiest way to select your text is by selecting **Edit > Select All**. This will highlight all the text in your document (along with any objects you have inserted) and allow you to edit everything at the same time.

If you only want to edit a specific block of text, use your mouse to click and drag across the desired portion. You can select the objects in your document by clicking on them with your mouse. To select several objects at the same time, hold down the SHIFT key and click on each one. If you want to select a specific word, word fragment, character, number, or symbol, use the Find feature in Mail Merge+. To open the **Find** dialog box, select **Edit > Find**.



The Find screen

When the **Find** dialog box opens, type the word or text fragment you want to search for in the **Find what** field. To limit your search to complete words, select the **Match whole word only** check box. You can limit your search to words that have the same casing as the **Find what** text by selecting the **Match case** check box.

To select the first word or word fragment in your text, click **Find Next**. To select each subsequent word or fragment that matches the search criteria, keep clicking **Find Next** until **Find** has finished searching your document. **Find Next** can also be accessed from the **Edit** menu, allowing you to continue a search after closing the **Find** dialog box. Unlike the other methods of selecting text, the **Find** function can precisely select words and word fragments while automating the search process.

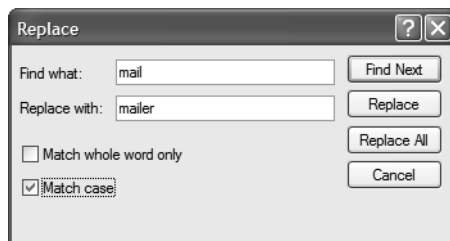
Manipulating Text and Objects

After the desired data has been selected in your document, you can use the other edit functions to manipulate it.

- The **Cut** command removes selected data from your document and copies it to the Windows clipboard.
- The **Copy** command copies the selected data to your clipboard without removing it from your document.

- Once this data has been copied to the clipboard, the **Paste** command will place it wherever the insertion point appears in your document.

If you need to remove selected data from your document without copying it to the clipboard, use the **Clear** command. You can even swap a word or word fragment with one of your choice by selecting **Edit > Replace** to open the **Replace** dialog box.



The Replace screen

Replace works in the same way as the **Find** feature, while expanding its capabilities. To use the **Replace** feature, type the word or word fragment you wish to replace in the **Find what** field, and the text you wish to replace it with in the **Replace with** field. Use the **Match whole word only** and **Match case** check boxes to determine the precision of your text selection process. To replace one selected word or word fragment at a time, click on the **Replace** button. To select this word or word fragment throughout your document and replace it in a single step, click on the **Replace All** button. To select each subsequent word or word fragment without replacing it, click on the **Find Next** button. You can exit **Replace** at any time by clicking **Cancel**, however, all replacement operations that have already occurred will remain in effect.

Reversing Formatting Changes

As you go about editing your document, you may find that a change is not to your liking. If this occurs and you have not altered the document any further, the **Undo** function will allow you to reverse this edit and restore the text to its previous state. To return to the pre-edited version of your text, select **Edit > Undo**. Keep in mind that Mail Merge+ only has one level of **Undo**. This means you will only be able to reverse the last edit, not any that precede it.

SPELL CHECKING A DOCUMENT

After creating a document, it is always a good idea to run it through Spelling Check to make sure you catch any spelling errors. To check your entire document for misspelled words, make sure all the text is either selected or deselected (if a single word or paragraph is selected, Spelling Check will only process it). Select **Tools > Spelling Check** to begin the spell checking process. If you have misspelled words in your document, the **Spelling Check** screen will display.

To quickly check the spelling of a single word, double-click it with your left mouse button, then click your right mouse button to open the "Spell A Word" screen.



The Spelling Check dialog box

The **Spelling Check** screen displays your first misspelled word in a small window, along with a scrolling list of spelling suggestions in a larger window. Select the correctly spelled word from the list of suggestions, and then click **Change** to replace the misspelled word with the correct one. If the scrolling suggestions window lacks a correct spelling for your word, type it in manually over the misspelled version that appears in the smaller window, then click **Change**. The misspelled word will be replaced and the **Spelling Check** screen will reappear after locating the next misspelled word in your document. To correct every occurrence of a misspelled word in your document, click **Change All**.

If **Spelling Check** reports a word as misspelled when it is actually correct (for example, a name, abbreviation, and so on), you have the following options.

- If this is a word that will regularly appear in your Mail Merge+ document, you can click **Add to User Dict** to include this word in a list of words that **Spelling Check** views as correct. This will prevent **Spelling Check** from reporting this word as misspelled when you check your spelling in the future.
- You can also use the **Ignore** and **Ignore All** buttons to skip over a word that **Spelling Check** incorrectly reports as misspelled. Click **Ignore** to skip a single occurrence of a mistakenly reported misspelled word. **Spelling Check** will disregard this word and jump to the next misspelled word. Click **Ignore All** to skip every instance of this mistakenly reported misspelled word in your entire document. **Spelling Check** will disregard this word wherever it appears in your document.

To abort the spell checking process at any time, click on the **Exit** button.

PRINTING DOCUMENTS IN MAIL MERGE+

Choosing a Database

Since Mail Merge+ uses your database mailing lists to personalize your customer communications, it cannot be accessed unless you have a list open in MAILERS+4. Once you have opened a mailing list, you will be able to open Mail Merge+ as well. If you have several mailing lists open in MAILERS+4, Mail Merge+ will default to your currently selected list or the last list you opened. To choose a different mailing list for printing in Mail Merge+, select **Print > Select DBase**, and

then select your desired list from the choices that appear. These choices will match the lists that you currently have open in MAILERS+4.

Setting Up a Print Job

Specifying the Print Order and Sequence

Before printing your Mail Merge+ document, select **Print > Print Options** to choose your printing parameters. When the **Sequence** dialog box opens, choose the order and sequence of your print job.

You can put your document in Record number, ZIP Code, or Presort order. This allows you to print your Mail Merge+ document in the same order as your mailing labels.

You can also choose the sequence your print order will follow. **Normal** goes from the beginning to the end of your mailing list, while **Reverse** goes from the end to the beginning. To continue setting up your print job, click **Next**, or click **Cancel** to exit Print Options without saving your changes.

The image shows a screenshot of a dialog box with two main sections. The left section is titled 'Order' and contains three radio button options: 'Record', 'ZIP', and 'Presort'. The 'Presort' option is selected. Below this section is the text 'Select printing documents in presort order'. The right section is titled 'Sequence' and contains two radio button options: 'Normal' and 'Reverse'. The 'Normal' option is selected. Below this section is the text 'Select printing documents in normal sequence'.

Selecting the print order and sequence

Using Search to Print Specific Database Records

If you chose to print your document in Record number or ZIP Code order, the **Next** button will take you to the **Print Range** dialog box (If you select the **Presort order** option, the **Presort Options** dialog box will open first).

The **Print Range** dialog box includes a comprehensive search utility. You can use your search results to reduce print jobs to a record or records that contain specific field data.

1. To search your database, click on the **Searched Field** drop-down arrow, and select the field containing data you wish to locate.
2. In the **Searched Text** field, type the data you want to find.
3. Click **Find First** to begin the search process.
4. The **Result** window will display the first matching field in your database, along with the record number (if you selected Record order) or the piece number (if you selected ZIP or Presort order).

The Print Range screen

5. To locate the next matching field entry in your database, click **Find Next**.
6. To abort an ongoing search, click the **Stop** button.
7. If you decide to start a new search, click **Clear** to remove the contents of the **Searched Text** field and the **Result** window.

Indicating the Range of Records for a Print Job

In addition to the **search** feature, the **Print Range** dialog box contains **Range Setting** controls. If you ran a search on your database (using Record order), you can click the **Records** radio button and enter the record number of your “Search” result in the **From** and **To** fields. This will limit your print job to the record displayed in the **Result** window.

If consecutive records appear in the **Result** window when you click the **Find Next** button, enter the record number of your first consecutive record in the **From** field and the record number of your last consecutive record in the **To** field to print these records. The **Pieces** fields are not available when you print in Record order, as this order uses the original arrangement of records in your database rather than a MAILERS+4 index sortation.

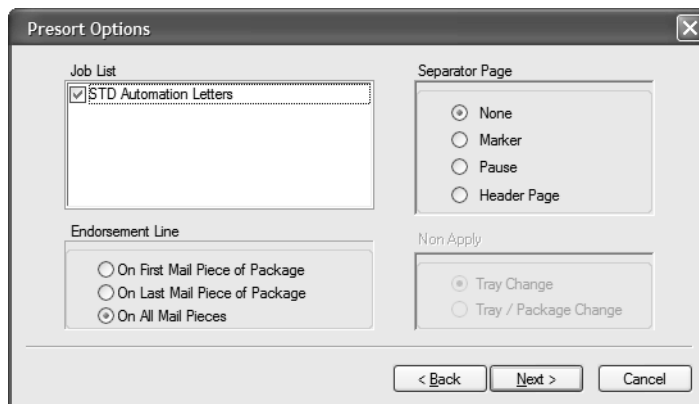
You must presort your database before printing a Mail Merge+ document in Presort order. Your records are in Presort order when they have been sorted according to the mailings you qualify for. Depending on your sequence choice, the records will print in mail class groupings from the best to the worst mail piece rate or vice versa.

When you search your database using ZIP or Presort order, the **Result** field displays the piece number instead of the record number. Since ZIP and Presort order use MAILERS+4 index associations instead of the original record order of your database, your records are referred to as piece numbers in the **Result** field. Click **Pieces** and then use the **From** and **To** fields to enter this piece number (or range of numbers if you have consecutive results) before printing these records.

The **Range Setting** controls can also be used without the **Search** feature.

- If you choose to print in Record order, you can set the range of your print job to include all the records in your database, or only those records that fall within a specified **from** and **to** value.
- If you select ZIP code order, you can set your print range to include all the records in your database, or only those ZIP Codes or pieces that fall within a specified **from** and **to** value. MAILERS+4 sorts your records in ZIP code order by arranging the ZIP Codes from lowest to highest or highest to lowest, depending on your Sequence choice.

If Presort order is selected, the **Next** button in the **Sequence** dialog box takes you to the **Pre-sort Options** dialog box (if your database has not been presorted, a warning message will display).



The Presort Options screen

1. In the **Job List** window, select the mail types you wish to include in your Mail Merge+.
2. If you have inserted an **endorsement** field in your Mail Merge+ document, click **On First Mail Piece of Package**, **On Last Mail Piece of Package**, or **On All Mail Pieces** to indicate when the “Endorsement Line” will be placed on your Mail Merge+ document.
3. Use the **Separator Page** option to keep track of container changes as you print your mail merged document.
 - **None** — Will result in a continuous Mail Merge+ printing with no separation between container changes.
 - **Marker** — Will indicate container changes by putting the # sign in your **Marker** field (you must insert a **Marker** field in your document before selecting this option).
 - **Pause** — Will stop your printer between containers and pop-up a dialog box asking if you want to continue printing.

- **Header Page** — Will print a header with Tray/Package information on a blank page between container changes.

If you select the **Marker**, **Pause**, or **Header Page** options, use these options to indicate whether these separators will be applied during a Tray Change or a Tray/Package Change.

4. Click **OK** to begin printing the next container.

The # sign appears once in the Marker field (#) to indicate a package change and twice (##) to indicate a tray change.

After setting your presort options, click **Next** to specify the print range, or **Cancel** to exit Print Options without saving your changes. Clicking **Next** will open the **Print Range** dialog box, allowing you to set the range of your print job to include all the records in your database or only those Trays/Sacks or individual pieces that fall within a specified **from** and **to** value.

After choosing the desired print options, click **Finish** to exit Print Options and save your selections, or **Cancel** to exit Print Options without saving your selections. Clicking **Finish** will save your Print Options settings with the database you are currently using, allowing these settings to be recalled when you Mail Merge+ this database in the future.

The Trays/Sacks option in the Print Range dialog box is only available when one job is selected in the Job List window of the Presort Options dialog box. The container print range for each mail type must be set independently.

Setting Up Page Parameters

The configuration of your paper layout and printer properties screens is determined by the print driver you are using. To change the settings in these screens, select **Print > Page Setup**. Read your print driver documentation for more information on page setup as it applies to your printer.

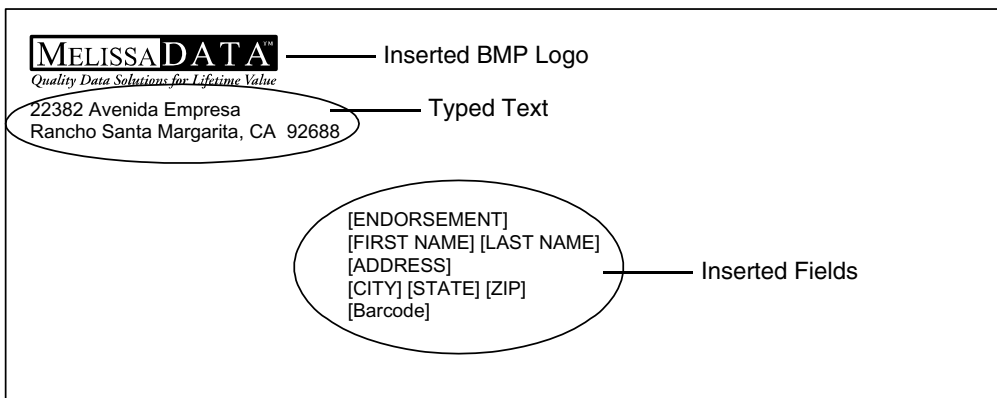
Viewing and Printing Your Document

After the print options and page setup have been configured, you can view your document before printing it by selecting **Print > Preview**.

If your Mail Merge+ document consists of more than one page, the **Two Page** button will allow you to view two pages at a time.

Use the **Next Page** and **Prev Page** buttons to go back and forth between the pages of your document.

To enlarge the document preview, click the **Zoom In** button. Click the **Zoom Out** button to return the document view to its previous size. While the preview screen is open, your cursor will look like a magnifying glass. Clicking the cursor anywhere on your document will enlarge that part of the document view. If you click more than two times, the cursor will change back to a pointer and the document view will return to its original setting.



Envelope preview

To view your document merged with each record in your database, click **Close** to exit the preview screen, and then select **Print > Preview Next**. This will open the preview screen and display the fields of your next record in your document. To go back to a preview of your previous record, click **Close**, and then select **Print > Preview Previous**. When you have finished the preview process, click the **Print** button from the preview screen, or select **Print** in the **Print** menu to begin printing your document.

OVERVIEW OF SCRIPTING

The scripting (batch mode) feature in MAILERS+4 allows you to easily perform the following tasks in just a few simple steps, without directly opening MAILERS+4:

- Run Address Check, print the Address Check results, and print a CASS form
- Prepare multiple presort mailings and print presort reports (available for First-Class and Standard mail only, not periodicals)

MAILERS+4 gives you the option of running a single file or multiple files in batch mode. When running multiple files, you can choose to use a different presort template for each file.

Before using the Batch Mode feature, you must do the following:

- The file(s) you want to run must have already been formatted in MAILERS+4.
- If using presort, determine which presort template(s) you wish to use. You must have already set up the presort template(s) in MAILERS+4 before using batch mode.

If you wish to print reports from batch mode, make sure the desired printer is turned on. The reports will print to the printer that is set up as the default in Microsoft Windows.

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Note that you do not have to print the reports from batch mode — you can print the reports at a later time directly from MAILERS+4.

If using Address Check, it is suggested that you view the results and resolve any address errors before printing the CASS form. For more information, see **Address Check Results** on page 50.

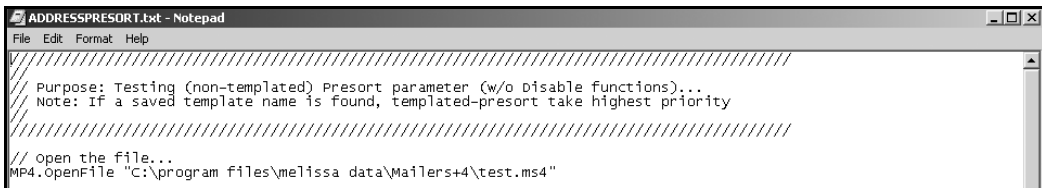
If using Presort, it is suggested that you review the presort results before printing the presort report — you can then make changes to the template in MAILERS+4 if necessary

RUNNING FILES IN BATCH MODE

Running a Single File

To run a single file in batch mode, do the following:

1. Open the ADDRESSPRESORT.txt file (located in the Mailers directory) in Notepad or any text editor you are comfortable with.



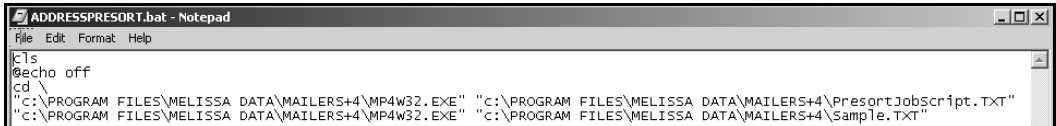
```
ADDRESSPRESORT.txt - Notepad
File Edit Format Help
Purpose: Testing (non-templated) Presort parameter (w/o disable functions)...
Note: If a saved template name is found, templated-presort take highest priority
// open the file...
MP4.OpenFile "C:\program files\melissa data\Mailers+4\test.ms4"
```

2. Under //Open the file..., specify the name of the file(s) you want to run.
3. Specify the desired Address Check and Presort options. (For information on Address Object, see **Address Check Options** on page 181. For information on Presort, see **Presort Options** on page 182.)
4. When you finished setting the parameters, select **File > Save** to save the ADDRESSPRESORT.txt file, and then close the file.
5. Click the **Start** button, and then click **Run**. The **Run** dialog box opens.
6. In the **Open** field, specify the path of the MP4W32.exe file. (The path contains the drive and directory where MAILERS+4 is installed. For example, if the MP4W32.exe file is located on the C: drive, then use this path: – C:\mailers\MP4W32.exe ADDRESSPRESORT.txt). Use the **Browse** button if necessary to locate the path.
7. Click **OK**. The batch mode process is complete, and the report(s) that you selected to print are sent to the printer.

Running Multiple Files

To run multiple files in batch mode, do the following:

1. Open Notepad or any text editor you are comfortable with. Make sure a blank document is open.
2. For each file you want to run, enter the following command (see the example below):
`"path of MP4W32.EXE file\MP4W32.EXE" "path of file to be run\file name.txt"`



3. Save the file using the .BAT file extension. Do not forget where you saved the file.
4. To run batch mode, double-click the .BAT file you just created. MAILERS+4 starts running automatically.

SETTING BATCH MODE OPTIONS

MAILERS+4 allows you to perform Address Check and Presort tasks in Batch Mode.

Address Check Options

When using Address Check in Batch Mode, you can run Address Check, and print the Address Check results and a CASS form.

To run Address Check, simply specify the desired options under `// Address Check Batch` commands. The options are similar to those used in the **Address Check Options** dialog box. For more information, see **Running Address Check** on page 40.

```
// Address Check Batch commands
MP4.AddressCheck.SkipPreviouslyCodedRecords = "True"
MP4.AddressCheck.UseUSPSPreferredCityNames = "False"
MP4.AddressCheck.IndexBeforeAddressCheck = "False"
MP4.AddressCheck.AddressStandardization = "Always"           // "Always", "Never", or "onClosed"
MP4.AddressCheck.Casing = "Auto"                               // "Auto", "Proper", or "Upper"
MP4.AddressCheck.ClearExistingPlus4 = "True"
MP4.AddressCheck.ClearExistingCarrierRoutes = "True"

// Address checking.
MP4.AddressCheck.Go

// then printing (for address)...
//MP4.AddressCheck.Result
MP4.AddressCheck.Print3553
```

The lines of text under `// then printing (for address)...` let you specify if the Address Check results and the CASS form should be printed. You can choose not to print either

of these by commenting out the necessary line of text [place two forward slashes (//) in front of the desired line(s) of text].

Presort Options

When using Presort in Batch Mode, you have the option of using a template, or you can manually specify the desired presort parameters directly in the ADDRESSPRESORT.txt file.

5. **If you are using a template**, specify the name of the template you wish to use in the line of text after // Setting parameters. Note that the template must have already been set up in MAILERS+4.

If you are not using a template, you can comment out this line of text by placing two forward slashes (//) in front of this line of text. You can then specify the presort parameters manually. The options are similar to those in the Presort Mailing Wizard. Note that the Destinations and Customize options cannot be specified in Batch Mode. Therefore, you must specify them directly in MAILERS+4 before setting up Batch Mode. For more information, see **Presort Mailing Wizard** on page 71.

6. A list of the available presort reports displays under // then printing... If you do not want to print a particular presort report, you can comment it out by placing two forward slashes (//) in front of the appropriate line of text. For more information on presort reports, see **Presort Reports** on page 85.

```
// Setting parameters
MP4.Presort.TemplateName = "TEST"
MP4.Presort.CityOfMailing = "Orange"
MP4.Presort.ZipOfMailing = "92869"
MP4.Presort.State = "CA"
MP4.Presort.Plus4 = ""
MP4.Presort.MailClass = "standard" // First-class, periodicals, standard
MP4.Presort.MailPieceType = "letter" // Postcard, letter/card, flat
MP4.Presort.Rate = "Profit" // Profit, non-profit, classroom, science of agriculture
MP4.Presort.DestinationDiscount = ""
MP4.Presort.NumberOfPieces = "10"
MP4.Presort.Thickness = ".25"
MP4.Presort.Weight = "10"
MP4.Presort.Height = "4.5"
MP4.Presort.Width = "9"
MP4.Presort.FSML000 = "False"
MP4.Presort.Nonmachinable = "False"
MP4.Presort.Payment = "Imprint" // Meter, Imprint, Stamp

// Presorting.
MP4.Presort.Go // Required.

// then printing...
//MP4.Presort.PrintQualificationReport
//MP4.Presort.PRINTMAILINGSUMMARY
//MP4.Presort.PRINTPRESORTPARAMETERS
//MP4.Presort.PRINTZONELISTING
MP4.Presort.PRINTPOSTAGESTATEMENT
```

Using the ZIP + 4, ZIP+2, or 5-digit ZIP code in a record's address, GeoCoder appends latitude & longitude coordinates (up to six decimal places), Census Tract, Block numbers, FIPS codes, and County Names to records in a mailing list. You can use this data with a mapping program and Census database to plot customer locations geographically and identify demographic patterns in your list. This information will help you target your market more effectively, resulting in higher response rates and increased sales.

The GeoCoder CD contains the data files for GeoCoder. During the installation process, GeoCoder program files are copied to your hard drive. You have the option of accessing the database files from the CD-ROM or copying them to your hard drive. Transferring files to your hard drive improves the program's performance, however, it requires 300 megabytes of hard disk space. Reading database files from the CD reduces space requirements to four megabytes but causes the program to run slower. Before installation, check the amount of hard drive space that your computer has available. This will determine the type of installation that is best for you.

GeoCoder is an add-on module for MAILERS+4 and must be purchased separately. For more information, please contact your sales representative.

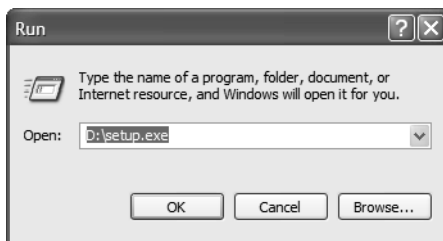
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INSTALLING GEOCODER

To begin installing GeoCoder:

1. Insert the GeoCoder CD into your CD-ROM drive.
2. Click the **Start** button and select **Run** from the menu. The **Run** dialog box opens.



The Run dialog box

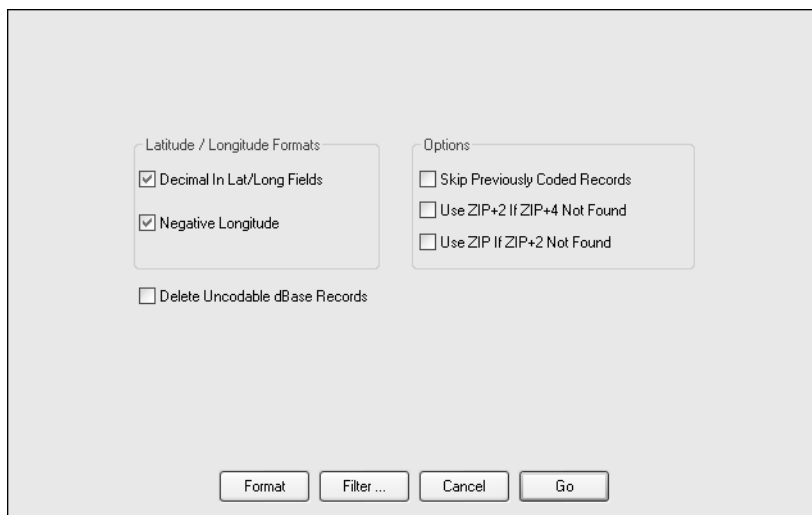
3. Type your CD-ROM drive letter, typically D, followed by : \SETUP . EXE in the **Open** field. The **Open** field should look like this: D : \SETUP . EXE.
4. Click **OK** to begin the installation. The single user License Agreement will be displayed before any part of the program is installed. Click **Yes** to proceed with the installation (clicking **No** will cancel the installation).
5. You can now choose the type of installation you want to install.
 - **Small** — Requires 4MB of free space on your hard drive. Only program files will be copied to your computer. This installation saves space on your hard drive but runs slower because database files are accessed from the CD-ROM.
 - **Large** — Requires 258MB of free space on your hard drive and transfers all program and database files to your computer. This installation takes up more room on your drive but it runs faster than the small installation option because database files are accessed from the hard drive.
6. After selecting an installation option, click **Next** to install GeoCoder.

RUNNING GEOCODER

If you chose the Small installation option, keep the GeoCoder CD in your CD-ROM drive to enable the program to read its data files while running.

To run GeoCoder:

1. Open a mailing list.
2. Select **List > GeoCoder**. The **GeoCoder** dialog box opens.



The GeoCoder options screen

3. Select the options you want GeoCoder to use (see **GeoCoder Options** on page 185).
4. If you need to format fields for GeoCoder, click **Format**. GeoCoder field lengths and descriptions can be found in **Formatting GeoCoder Fields** on page 186.
5. Click **Filter** if you want to specify a range of records using the MAILERS+4 filtering parameters.
6. Click **Cancel** if you decide to exit without geocoding your list.
7. Click **Go** to begin geocoding your list. The results display when GeoCoder finishes coding your list. The total records in your list, the records coded by GeoCoder, the invalid ZIPs found, and the records not coded display.

GEOCODER OPTIONS

The following options are available when running GeoCoder:

- **Decimal in Lat/Long Fields** — Select this option to include the decimal point in your **Latitude** and **Longitude** fields. You must have a **Character** field for this option. This option is not available if your **Latitude** and **Longitude** fields are numeric (in numeric field types, the decimal point is placed automatically).
- **Negative Longitude** — Longitude coordinates in the Western Hemisphere are negative numbers, and most mapping programs use negative longitude coordinates. Selecting this option will include the negative sign ("-") in the longitude coordinate. The negative sign will count as a character in the **Longitude** field — make sure there is enough space to accommodate it.

- **Delete Uncodable dBase Records** — If GeoCoder is unable to code a dBase record (*.DBF), it will automatically mark the record for deletion if this option is checked.
- **Skip Previously Coded Records** — When this option is selected, GeoCoder will not re-code the records that have already been geocoded.
- **Use ZIP+2 if ZIP + 4 Not Found** — If GeoCoder can't find geographic data for a ZIP + 4 code in your record, it will use the 5-digit ZIP plus the first 2-digits of the +4 code. Information appended to the record will be less precise than if the complete ZIP + 4 was used, but will still be reasonably accurate.
- **Use ZIP if ZIP+2 Not Found** — If GeoCoder can't find geographic data for a ZIP+2 code (5-digit ZIP plus first 2-digits of +4 code), it will use the 5-digit ZIP. Information appended to the record will not be as precise as that of the ZIP+2 code.

FORMATTING GEOCODER FIELDS

This section describes the fields used by GeoCoder. If you need to add new fields or modify existing fields in your list (for example, **Latitude** and **Longitude** fields), see **Database Management** on page 137.

- **ZIP, or ZIP and Plus4** — The field in your list that contains the ZIP Code information.
- **Latitude** — A 9-digit numeric field that contains the latitude coordinate.
- **Longitude** — A 11-digit numeric field that contains the longitude coordinate.
- **Census Tract** — This field contains the identification code for the Census Tract in which the address is located.
- **Block** — Block groups are the next level above census blocks in the geographic hierarchy. A block group is a combination of census blocks that is a subdivision of a census tract or block numbering area (BNA). (A county or its statistically equivalent entity contains either census tracts or BNAs; it can not contain both.) A block group consists of all census blocks whose numbers begin with the same digit in a given census tract or BNA; for example, BG 3 includes all census blocks numbered in the 300s. The block group is the smallest geographic entity for which the decennial census tabulates and publishes sample data. Block groups are numbered uniquely within each Census Tract.
- **FIPS** — This field contains the Federal Information Processing Standard (FIPS). It is a 5-digit code assigned to each county in the U.S. by the Bureau of the Census. The first two digits are the state code and the last three digits are the county number.
- **County Name** — This field contains the name of the county.
- **Place Code** — ZIP Code boundaries sometime overlap with city limits and unincorporated areas. The ZIP Code may place a location within one city even though it is physi-

cally located within a neighboring area. The place code matches the ZIP + 4 code with the Census bureau's official name for that physical location.

- **Place Name** — This property returns the Census bureau's official name for the ZIP + 4 code.

For example, the 92688 ZIP Code is located mostly within the city of Rancho Santa Margarita. However, it also contains parts of the unincorporated area of Los Flores. For these ZIP + 4 codes, the City property of Address Object would return "Rancho Santa Margarita," but this property will return "Los Flores."

- **Error Code** — This field contains a code describing the type of GeoCoder error.

Code	Definition
Z	Incomplete, incorrect, or missing ZIP + 4 Code.
N	No data available for the ZIP + 4 Code.

GeoCoder Fields

GeoCoder uses specific fields which must be formatted in your list. For each field, a suggested length is given, along with the minimum and maximum length allowed.

A "*" next to a field indicates that the field must be formatted in your list for the feature to operate. A "+" next to a field indicates that MAILERS+4 will append data to that field if it is formatted in your list.

Field Name	Length	Min/Max	Description
*ZIP	10	5 / 10	ZIP Code (+4 if space allows)
Plus4	4	4 / 6	+4 code
+Latitude (NUMERIC, Decimal=6)	9	9 / 9	Latitude of the ZIP + 4
+Longitude (NUMERIC, Decimal=6)	11	11/11	Longitude of the ZIP + 4
+Census Tract	6	6 / 6	Census Tract ID
+Block	1	4/4	Census Block
+FIPS	5	5/ 5	Federal Information Processing Standard Code for county
+County Name	25	5/ 25	Name of the county
+Place Code	7	7/7	Census Place Code
+Place Name	60	1/60	Census Place Name
+Error Code	1	1 / 2	Error in record's ZIP + 4 code

23 Real Time SmartMover

PREPAID NCOA^{LINK}

In addition to the SmartMover add-on, Melissa Data also offers what is called the SmartMover real-time service, which is seamlessly integrated into MAILERS+4.

This service allows you to simply submit your file in batch using our secure servers for confidential processing any time, day or night. Your files will be updated with the current move-update information matched to the latest USPS COA database of approximately 60 million permanent change-of-address records.

When NCOA^{Link} processing is complete, you open your updated file inside MAILERS+4 and continue to process your First-Class and Standard mailings for automation and presort rate discounts.

SUBMITTING YOUR DATABASE

1. Open your database file in MAILERS+4.
2. Click the **SmartMover** button on the MAILERS+4 or click the **Services** menu and select **Change of Address**.
3. MAILERS+4 launches ListWare. The currently open database file is closed in MAILERS+4 and opened in ListWare.
4. Select **NCOA Subscription (for Prepaid Customers)**.
5. Click **Next**.

Submitting Your Database 189

Retrieving Your Processed File 193

ListWare Enhancement Services

Select a service category to view description and possible service combinations.

☐ Charge of Address
 ☐ Address Correction
☐ Phone & Fax Append
 ☐ Residential Address Append
☐ Business Append
 ☐ Consumer Enhancements
☐ Duplicate Check
 ☐ Area Code Update
☒ NCOA Subscription (For Prepaid Customers)

For services and combinations not offered through ListWare, or for assistance, please call 800-800-6245

Help << Previous Next >>

- Enter your customer information (name, address, e-mail address and phone number). Required information is marked with an "*." If you have previously used ListWare, this information will already be filled in. Verify that it is correct.

Provide Contact Information

Company: Melissa Data
 Name*: Ray Melissa
 Address*: 22382 Avenida Empresa
 City*: RSM State*: CA ZIP*: 92688-2112
 E-mail*: paulm@melissadata.com Ident. No.:
 Phone*: 949-589-5200 Fax:

*Required

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Note: If you are reselling Melissa Data's Prepaid NCOA^{Link} service, provide the list owner's name and address information.

In the Ident No, enter your reseller ID number. In the box provided for a fax number, enter your e-mail address. This information is required.

The e-mail address must be the primary address that Melissa Data has on file in your customer record.

- Click **Next**.
- Format your database. If your database uses easily recognizable field names, you should be able to click **Auto Format** and ListWare will match your field names to the correct data type.

Format Database
Match your list's field names to ListWare's.

Record Number 1

Format Name	Length	Name	Data
CITY	37	CITY	RANCHO SANTA MARGARITA
STATE	9	STATE	CA
ZIP	6	ZIP	92688
PLUS4	9	PLUS4	2912
LOT NUMBER	6	ERROR	0049
		LOT NUM	

Format Fields

☒ Company ☒ First Name ☒ Last Name ☐ Full Name
☒ Address ☒ City ☒ State ☒ ZIP Code
☐ City/St/ZIP ☒ Plus4 ☐ Suite ☐ Name Suffix

Help << Previous Next >>

9. If you need to manually format a field, select the field in the list on the top of this screen then check the correct data type.

Several text fields will be appended your list during processing. If you are uploading a dBase (DBF) file, this will be done automatically. If your list is a text file (.csv or .txt) or an Excel spreadsheet (.xls), you will need to add these fields to your database file. The following table shows the required field names and the minimum width of the appended fields.

Field	Min. Width	Field	Min. Width
Return_cd	2	Adderr	2
Movetype	2	Dpbc	3
Movedate	6	Crrt	4
Plus4	4	Mailscore	2
Lacs	1	PMB (future releases)	16

10. When you are finished formatting fields, click **Next**.

11. Select Submit Directly to Melissa Data via the Internet.

Submit File for Processing
Verify order and specify how file will be submitted.

Service Information:

Job No.: 42408 Records to Process: 2566
Order Date: 09/30/08 Total Cost: 50.00
Service: Change of Address - Basic (48 months)
Save To: C:\Documents and Settings\paulm\My Documents\Melissa Data

Select the method that you will use to submit your file to Melissa Data:

☒ Submit directly to Melissa Data via the Internet
☐ Save file for e-mail submission
☐ Save file for postal mail submission

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12. Your file is uploaded to Melissa Data's server and placed in the processing queue.

13. When your file has been processed, you will receive an e-mail notifying you that your database file is ready to be downloaded. The length of processing will vary depending on the size of your mailing list.

For more information about ListWare's error and information codes, visit this web site:

<http://www.melissadata.com/tech/listwarecodes.htm>

RETRIEVING YOUR PROCESSED FILE

After you receive the e-mail stating that your database file has been processed, follow these steps to download the updated list.

1. Open MAILERS+4.
2. Click the **Services** menu and select **Change of Address**.
3. MAILERS+4 launches ListWare, displaying the **Welcome Back** screen.
4. Click **Next**.
5. ListWare displays the **Retrieve Updated File** screen. Click the **Internet - FTP** button.

Submit File for Processing
Verify order and specify how file will be submitted.

Service Information

Job No.: 42408 Records to Process: 2566
Order Date: 09/30/08 Total Cost: 50.00
Service: Change of Address - Basic (48 months)
Save To: C:\Documents and Settings\paulm\My Documents\Melissa Data

Select the method that you will use to submit your file to Melissa Data

☒ Submit directly to Melissa Data via the Internet
☐ Save file for e-mail submission
☐ Save file for postal mail submission

Help << Previous Next >>

6. ListWare will download the updated file. The **Next** button will now be enabled.
7. Click **Next**.
8. ListWare displays the **Select Format Options** screen.

Select Format Options

Casing

☐ Upper Case ☒ Mixed Case

Address Standardization

☒ On ☐ Off

Help << Previous Next >>

9. Select the desired options for casing and address standardization of the updated records and click **Next**.
10. ListWare displays the **Format Database** screen.

Format Database
Match your list's field names to ListWare's.

Record Number 1

Format Name	Length	Name	Data
RETURN_CD	2	RETURN_CD	
MOVE TYPE	2	MOVETYPE	
MOVE DATE	6	MOVEDATE	
ADDR EFR	20	ADDRERR	U
DEL POINT	3	DPBC	
CRRT	4	CRRT	

Format Fields

☒ Company ☒ First Name ☒ Last Name ☐ Full Name
☒ Address ☐ City ☐ State ☐ ZIP Code
☒ City/S./ZIP ☒ Plus4 ☐ Suite ☐ Name Suffix

Help << Previous Next >>

11. Format the database by matching the field name in your list with the correct ListWare data types. Since you formatted your list during the upload process, this screen should be correct at this stage. Verify that the appended fields are correctly formatted.
12. Click **Next**.
13. ListWare begins updating your database with records from the downloaded file.

Number of Records
Processed: 9133 Return Codes: 1

Update Information

Individual: 16
 Family: 1
 Business: 0
 Foreign Mv + No Frwd: 1
 Box Closed: 0
 LACS: 0

Number of Records With

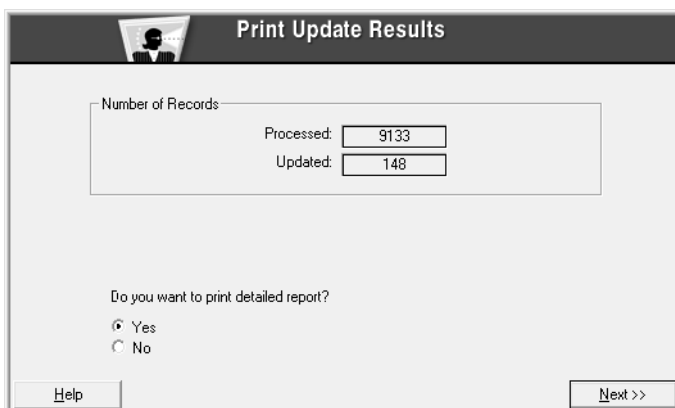
Score - 1: 17
 Score - 2: 0
 Score - 3: 745
 Score - 4: 0
 Score - 5: 0
 Score - 6: 0
 Score - 7: 14

Current Record: 729

5%

Estimated time to completion: 0 mins 0 secs

14. When finished, ListWare will display the **Results** screen, showing the number of records processed and the number updated.



The dialog box has a dark header bar with a printer icon and the title "Print Update Results". Below the header, there is a section titled "Number of Records:" containing two rows of data: "Processed:" with the value "9133" and "Updated:" with the value "148". Each value is displayed in a small rectangular box. Below this section, the text "Do you want to print detailed report?" is followed by two radio button options: "Yes" (which is selected) and "No". At the bottom left is a button labeled "Help", and at the bottom right is a button labeled "Next >>".

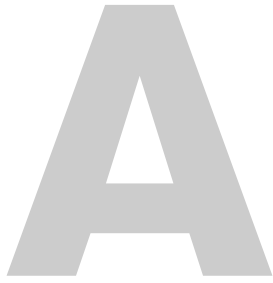
Number of Records:	
Processed:	9133
Updated:	148

Do you want to print detailed report?

☒ Yes
☐ No

Help Next >>

15. Click **Next** to finish.



APPENDIX MAILERS+4 FIELDS

MAILERS+4 uses specific fields which must be formatted in your list. This appendix lists the fields used by each feature. For each field, a suggested length is given along with the minimum and maximum length allowed. Refer to **Formatting Lists** on page 23 for directions on formatting fields in MAILERS+4.

- A “*” next to a field indicates that the field must be formatted in your list for the feature to operate.
- A “+” next to a field indicates that MAILERS+4 will append data to that field if it is formatted in your list.

MAILERS+4 fields are also listed alphabetically at the end of this appendix.

ADDRESS CHECK

Field Name	Length	Min/Max	Description
*Delivery Address	32	02 / 75	Delivery Address.
+Address Error	1	01 / 02	Address Error Codes.
Address 2	32	02 / 75	Optional Second Address Line.
+CRRT	4	04 / 04	Carrier Route Code.
*City	28	02 / 28	City Name.
City/St/ZIP	42	42 / 42	Combined City, State, and ZIP+4 Code.
Company	40	02 / 50	Company Name.
+Delivery Point	3	02 / 03	Delivery Point code.
Last Name	16	02 / 50	Last Name of Addressee.
First Name	16	02 / 50	First Name of Addressee.
Full Name	40	02 / 100	Full Name of Addressee.

Field Name	Length	Min/Max	Description
+Plus 4	4	04 / 04	Plus 4 Addition to ZIP Code.
*State	2	02 / 02	State Abbreviation.
Urbanization	28	02 / 28	Urbanization Code (Puerto Rico).
*ZIP	10	05 / 10	ZIP Code (with +4 if space allows).
Private Mailbox	10	02 / 16	The private mailbox number.
CMRA	1	01 / 01	Indicates whether or not an address belongs to a Commercial Mail Receiving Authority.
DPB Check Digit	1	01 / 01	The last digit in the Delivery Point Barcode.
ZIP+4/DPB	11	11 / 12	Contains the Plus4 field and the Delivery Point Barcode
Suite	16	02 / 16	Suite Name and No. (Apt 15).
+LACS	1	01 / 01	L = This is an obsolete form of the address. It needs to be corrected by Rural Address Conversion processing or the local Post Office. If LACSLink is installed, returns the LACSLink Indicator code. Y = Obsolete address was successfully converted by LACSLink. N = Obsolete Address matched but not converted.
LACSLink Return Code	2	02/02	See LACSLink Return Codes on page 215.

Advanced Address Check

Field Name	Length	Min/Max	Description
+County FIPS	5	05 / 05	Federal Information Processing Standard. First 2 digits are a state code and the last 3 indicate the county within the state.
+County Name	25	05 / 25	County Name.

Field Name	Length	Min/Max	Description
Address Type	1	01 / 01	Indicates the type of address: F = Firm or Company G = General Delivery H = High rise or business complex P = PO Box R = Rural Route Address S = Street or Residential
+MSA	4	04 / 04	Metropolitan Statistical Area, consists of one or more counties forming a large population with adjacent communities and having a high degree of social and economic integration.
+PMSA	4	04 / 04	Primary Metropolitan Statistical Areas contain a population of more than one million. PMSAs are defined by the Federal Office of Budget and Management.
+Time Zone	2	02 / 02	Code indicates hours past Greenwich Mean Time (GMT) 4 = Atlantic Time 8 = Pacific Time 5 = Eastern Time 9 = Alaska Time 6 = Central Time 10 = Hawaii Time 7 = Mountain Time 11 = Samoa Time 14 = Guam Time
+ZIP Type	1	01 / 01	ZIP Code Type: Blank = Regular ZIP Code M = Military ZIP Code U = Unique ZIP Code P = PO Box ZIP Code
+Latitude (NUMERIC, Decimal=2)	7	07 / 07	Latitude coordinate of a ZIP Code centroid.
+Longitude (NUMERIC, Decimal=2)	8	08 / 08	Longitude coordinate of a ZIP Code centroid.
+LOT (Line-of-Travel) Number	4	04 / 04	Line-of-Travel number.
+LOT (Line-of-Travel) Order	1	01 / 01	Line-of-Travel Order.

Field Name	Length	Min/Max	Description
+Congress. District	2	02 / 02	Congressional District number for address location.
# Residential Deliveries	8	02 / 10	Total number of residences in a Carrier Route.
# Business Deliveries	8	02 / 10	Total number of businesses in a Carrier Route.
Number	8	02 / 10	Street Address number.
Pre-Direction	2	02 / 02	Direction indicator preceding the street name (100 N Main St).
Name	28	02 / 28	Street Name (100 Main St).
Suffix	4	04 / 04	Street, Drive, etc. (100 Main St).
Post-Direction	2	02 / 02	Direction indicator following the street name (100 Main N).
Suite Name	4	03 / 04	Apartment, Suite, etc. (Apt 15).
DPV Footnotes	6	06/06	USPS Footnote
IMB Numeric	31	31/31	Unprocessed IMB Data
IMB Alpha	65	65/65	Processed IMB Data
Suite Number	6	01 / 06	Suite number (Apt 15).

DUPLICATE CHECK

Field Name	Length	Min/Max	Description
*Delivery Address	32	02 / 75	Delivery Address.
Last Name	16	02 / 50	Last Name of Addressee.
First Name	16	02 / 50	First Name of Addressee.
Full Name	40	02 / 100	Full Name of Addressee.
*City	28	02 / 28	City Name.
*State	2	02 / 02	State Abbreviation.
*ZIP	10	05 / 10	ZIP Code (+4 if space allows).
City/St/ZIP	42	42 / 42	Combined City, State, and ZIP+4
+Dup Group	6	01 / 10	Number of duplicate group.

Field Name	Length	Min/Max	Description
+Dup Error	1	01 / 02	"D" indicates a duplicate record.
*Duplicate Field	10	1/255	Any field can be duplicated as a key field.
Phone Number	16	07 / 20	Telephone number.

NAME PARSE

Field Name	Length	Min/Max	Description
Full Name	40	02 / 100	Full Name of Addressee.
Prefix	8	02 / 50	Name Prefix (Mr, Mrs, and so on).
First Name	16	02 / 50	First Name of Addressee.
Middle Name	16	01 / 50	Middle Name of Addressee.
Last Name	16	02 / 50	Last Name of Addressee.
Suffix	8	02 / 50	Name Suffix (Jr., III, and so on).
Gender	2	02 / 50	Gender Code. F = Female M = Male N = Neutral U = Unknown V = Vulgar
Name Error	1	01 / 02	Inserts "*" for missing name data.

PHONE CHECK

Field Name	Length	Min/Max	Description
*Phone #1	16	07 / 20	Primary Telephone Number.
*Phone #2	16	07 / 20	Secondary Telephone Number.
+Phone #1 Error	1	01 / 02	Primary Telephone Error Code.
+Phone #2 Error	1	01 / 02	Secondary Telephone Error Code.
City	28	02 / 28	City Name.
State	2	02 / 02	State Abbreviation.

Field Name	Length	Min/Max	Description
* ZIP Code	10	05 / 10	ZIP Code (+4 if space allows).

PRESORT

Field Name	Length	Min/Max	Description
* ZIP	10	05 / 10	ZIP Code (+4 if space allows).
+Endorsement	50	20 / 50	Defines how a package is sorted.
+Container Number	10	04 / 10	The tray/sack number a piece or package belongs to.
+Pkg Number	10	04 / 10	The package a piece belongs to.
Plus 4	4	04 / 04	Plus 4 addition to ZIP Code.
Delivery Point	3	02 / 03	Added to ZIP+4 to form Delivery Point Barcode (for ECR/LOT).
CRRT	4	04 / 04	Carrier Route Code.
+Presort Error	2	01 / 02	Inserts a "P" if ZIP is invalid.
Walk Seq	4	04 / 04	Walk Sequence Number.

Advanced Presort

Field Name	Length	Min/Max	Description
Container Type	2	02 / 02	Mail Piece Container Code
Container Line 1	43	43 / 43	Container Destination.
Container Line 2	25	25 / 25	Container Content.
CIN Code	3	03 / 03	Container Identification Number.
Container Proc Code	2	02 / 02	Container Processing Code.
Container ZIP	5	05 / 05	Container ZIP Code Destination.
Pkg Sort Level	4	04 / 04	Sortation Level of the package.
Pkg ZIP	5	05 / 05	Package ZIP Code Destination.
Sort Level	4	04 / 04	Sortation Level of the container.
Destination	50	06 / 50	Destination City, State, and ZIP.

Field Name	Length	Min/Max	Description
Destination Code	1	01 / 01	Destination Discount Code.
Rate Code	7	07 / 07	Record Sortation Cost Code.
Label List	5	05 / 05	Container DMM-L Label List.
Mail Job	3	01 / 03	Indicates the mailing of the record.
Zone Code	3	03 / 03	Code used for Periodical mailings.
Mail Entry ZIP	5	05 / 05	Destination Entry Point ZIP Code.
Mail Piece Rate	7	07 / 07	Mailing cost of the record.
Sequence Number	13	13 / 20	A sequence number assigned to your mailing for tracking purposes.
Subscriber	1	01 / 20	Individual or organization with paid periodical subscription. If this field is blank or contains an "N," Presort views it as a nonsubscriber.
IMB Serial No.	9	06/ 09	The serial number for each IMB

OTHER FIELD TYPES

Records in Radius

Field Name	Length	Min/Max	Description
+Distance	4	04 / 10	Distance from Center Point ZIP Code to record location.
+ZIP Code Error	1	01 / 02	Indicates invalid ZIP Code.
+Center Point ZIP	5	05 / 05	Center Point ZIP Code.

General Fields

Field Name	Length	Min/Max	Description
*ZIP Code	10	05 / 10	ZIP Code (+4 if space allows).
Error Code	2	02 / 05	An error code will display.

Optional Fields

Field Name	Length	Min/Max	Description
Optional Fields	25	01 / 50	Optional fields that can be assigned, such as an account number or invoice number.

MAILERS+4 PROFESSIONAL FIELDS

A = Address Check

NP = Name Parse

DS = DataSelect

PC = Phone Check

DC = Duplicate Check

P = Presort

MAILERS+4 Field Name	Features Used By
Address/Delivery Address	A, DC
Address 2	A
Address Error	A
Address Type	A
Bankcard In Household	S
CRRT	A, P
City	A, DC, PC
City/St/ZIP	A, DC
Company	A
Congress. District	A
Container Number	P
County FIPS	A
County Name	A
Distance	DS
Delivery Point	A
DPBC	P
Dup Error	DC
Dup Group	DC

MAILERS+4 Field Name	Features Used By
Endorsement	P
First Name	A, DC, NP
Full Name	A, DC, NP
Gender	NP
Household Income	DP
Housing Value	DP
Key Field	DC
LACS	A
Last Name	A, DC, NP
Lot Number	A
Lot Order	A
Latitude	A
Longitude	A
Middle Name	NP
MSA	A
Name	A
Name Error	NP
Number	A
Pkg Number	P
Per Capita Income	DP
Phone Number/Phone #1	DC, PC
Phone #2	PC
Phone #1 Error	PC
Phone #2 Error	PC
Plus 4	A, P
PMSA	A
Post-Direction	A
Pre-Direction	A

MAILERS+4 Field Name	Features Used By
Prefix	NP
Presort Error	P
State	A, DC, PC
Subscriber	P
Suffix	A, NP
Suite	A
Suite Name	A
Suite Number	A
Time Zone	A
Urbanization	A
Walk Seq	P
ZIP	A, DC, DP, DS, PC, P
ZIP Code Error	DS
ZIP Type	A
# Business Deliveries	A
# Residential Deliveries	A

B

APPENDIX ERROR/INFORMATION CODES

Error codes and information codes for each feature are listed and defined here.

RESULT CODES

Result Codes are four character codes that are returned in a single comma-delimited string to the **Result Code** field. It is possible that Result Codes may duplicate information found in other fields.

Address Check Result Codes

The following codes might be returned when using Address Check:

Code	U.S. Only	Meaning	Details
Status Result Codes			
AS01		Address Matched to Postal Database	Street Address is valid and deliverable. Check AE08 and AE09 for full deliverability.
AS02		Street Address Match	Address street matched to USPS database but a suite was missing or invalid.
AS03		Non-USPS Address	The input represents a real physical address but it is not in the USPS database. It may be deliverable by other carriers (UPS, Fedex...).
AS09		Foreign Postal Code Detected	Postal Code from a non-supported foreign country detected. A US or Canadian Postal Code can also return this error if the US or Canadian data files are not initialized.

Code	U.S. Only	Meaning	Details
AS10	Y	Address Matched to CMRA	Address belongs to a Commercial Mail Receiving Agency (CMRA) like The UPS Store®.
AS13	Y	Address has been Updated by LACSLink	Address has been converted by LACSLink from a rural-style address to a city-style address.
AS14	Y	Suite Appended by SuiteLink	A suite was appended by SuiteLink using the address and company name.
AS15	Y	Suite Appended by AddressPlus	A suite was appended by AddressPlus using the address and last name.
AS16		Address is vacant	Address has been unoccupied for 90 days or more.
AS17		Alternate delivery	Address does not receive mail at this time.
AS18	Y	DPV Error	Call 1-800-Melissa Tech Support for assistance.
AS20	Y	This address is deliverable by USPS only.	Alternate carriers such as UPS and Fed Ex do not deliver to this address.
AS23		Extraneous Information Found	Information found in input street address that was not used for verification.

Error Result Codes

AE01	Zip Code Error	The Postal Code does not exist and could not be determined by the city/municipality and state/province.
AE02	Unknown Street Error	An exact street name match could not be found and phonetically matching the street name resulted in either no matches or matches to more than one street name.
AE03	Component Mismatch Error	Either the directionals or the suffix field did not match the post office database, or there was more than one choice for correcting the address.

Code	U.S. Only	Meaning	Details
AE04		Non-Deliverable Address Error	The physical location exists but there are no homes on this street. One reason might be railroad tracks or rivers running alongside this street, as they would prevent construction of homes in this location.
AE05		Multiple Match Error	Address matched to multiple records. More than one record matches the address and there is not enough information available in the input address to break the tie between multiple records.
AE06	Y	Early Warning System Error	This address has been identified in the Early Warning System (EWS) data file and should be included in the next postal database update.
AE07		Missing Minimum Address Input Error	Minimum required input of address/city/state or address/zip not found.
AE08		Suite Range Invalid Error	The input street address was found but the input suite number was not valid.
AE09		Suite Range Missing Error	The input street address was found but a required suite number is missing.
AE10		Primary Range Invalid Error	The street number in the input address was not valid.
AE11		Primary Range Missing Error	The street number in the input address was missing.
AE12	Y	PO, HC, or RR Box Number Invalid Error	The input address PO, RR or HC number was invalid.
AE13	Y	PO, HC, or RR Box Number Missing Error	The input address is missing a PO, RR, or HC Box number.
AE14	Y	CMRA Secondary Missing Error	Address Matched to a CMRA Address but the secondary (Private mailbox number) is missing.
AE17		Suite Range Extraneous Error	A suite number was entered but no suite information found for primary address.

Code	U.S. Only	Meaning	Details
Change Codes			
AC01		ZIP Code Change	The five-digit ZIP Code was added or corrected based on the city and state names.
AC02		State Change	The state name was corrected based on the combination of city name and ZIP Code.
AC03		City Change	The city name was added or corrected based on the ZIP Code.
AC04		Base/Alternate Change	<p>Some addresses have alternate names, often chosen by the owner or resident for clarity or prestige.</p> <p>This change code indicates that the address from the official, or "base," record has been substituted for the alternate.</p>
AC05		Alias Change	<p>An alias is a common abbreviation for a long street name, such as "MLK Blvd" for "Martin Luther King Blvd."</p> <p>This change code indicates that the full street name has been substituted for the alias.</p>
AC06		Address1/Address2 Swap	The value passed to SetAddress could not be verified, but SetAddress2 was used for verification. The value passed to the SetAddress function will be returned by the GetAddress2 function.
AC07		Address1/Company Swap	A Company name was detected in address line 1 and moved to the GetCompany function.
AC10		Street Name Change	The street name was changed due to a spelling correction.
AC11		Suffix Change	The street name suffix was corrected, such as from "St" to "Rd."
AC12		Street Directional Change	The street pre-directional or post-directional was corrected, such as from "N" to "NW."

Code	U.S. Only	Meaning	Details
AC13		Suite Name Change	The unit type designator for the secondary address was changed to , such as from "STE" to "APT."

These result codes are designed to clearly indicate if an address is "good" or "bad." A good address will contain AS01, a bad one will not.

If you have other conditions for a good address, you can use result codes to filter them as well. For example, if you are not using USPS and cannot deliver to a PO Box or a Military address, you can exclude records that return the result code "AS20."

Change codes do not indicate a problem with the validity of the address, but that MAILERS+4 made minor changes to accurize and standardize the information.

GeoCoder Result Codes

The following codes could be returned when using the GeoCoder option:

Code	Description
Status Result Codes	
GS01	Record was coded to the ZIP + 4 centroid.
GS02	Record was coded to the ZIP + 2 centroid.
GS03	Record was coded to the 5-digit ZIP Code centroid.
Error Result Codes	
GE01	ZIP Code Error. An invalid ZIP Code was entered.
GE02	ZIP Code not found. The submitted ZIP Code was not found in the database.

If the location information in the current record was valid, this field will contain the value "GS01" at the very minimum and may include more of the "GS" codes. If the address could not be verified, the codes beginning with "GE" will indicate the reason or reasons why verification failed.

GENERAL ERROR CODES

The following error codes will display in an **Error Code** column in your database if the **Error Code** field is selected on the **Others** tab in the **Formatting Fields** dialog box.

Address Check

Code	Definition
AC	Canadian ZIP Code.
AL	Length error. The address is valid but the address field is not long enough to standardize.
AM	Multiple Addresses. The national database found two or more ranges for your address.
AN	No Data Available for City. Address data for this city is not in the database. If you are using a regional data file, check to see that the address is located in that region.
AR	Address Out of Range. The address is not within the delivery range.
AS	The address failed DPV checking. There is no mail receptacle at this location.
AT	Multiple Components. More than one component of your address is in error. Address components are the pre-direction, post-direction, and suffix.
AU	Unknown Street. No street could be found within the city that matches the street name given in the address field.
AX	Nondelivery Address. The location given in the address field physically exists in the city but the Post Office has indicated that there are no houses there. This may occur when one side of the street has railroad tracks or a river along side it.
AZ	ZIP Code is invalid or does not match the city name.

Duplicate Check

Code	Definition
DD	Duplicate record.

Name Parse

Code	Definition
N*	Data in Name field can't be located.

Phone Check

Code	Definition
HA	Area code does not exist in the database or the area code, prefix, or suffix contains a character rather than a digit in the digit pattern.
HB	Phone number contains only blanks.
HD	Distance Error. The area code and ZIP Code are located too far apart as designated in the Phone Check Options screen.
HE	Numerical format of phone number is incorrect.
HF	Improper field length for chosen phone format.
HM	Multiple Match (duplicate phone number errors).
HP	Prefix does not exist in the database.
HZ	ZIP Code does not exist in the database.

Presort

Code	Definition
P4	Invalid Plus 4.
PC	Invalid Carrier Route.
PL	Invalid Line Of Travel Number.
PO	Invalid Line Of Travel Order.
PP	Insufficient pieces for a package (ECR mailing).
PW	Invalid Walk Sequence.
PZ	Invalid ZIP Code.

Records in Radius

Code	Definition
SZ	ZIP Code does not exist in database.

ADDRESS CHECK ERROR CODES

If the **Address Error** field is selected in the **Formatting Fields** dialog box, the following error codes will display, as necessary, in your MAILERS+4 reports and in your database file.

Code	Definition
C	Canadian ZIP Code.
L	Length error. The address is valid but the address field is not long enough to standardize.
M	Multiple Addresses. The national database found two or more ranges for your address.
N	No Data Available for City. Address data for this city is not in the database. If you are using a regional data file, check to see that the address is located in that region.
R	Address Out of Range. The address is not within the delivery range.
S	The address failed DPV checking. There is no mail receptacle at this location.
T	Multiple Components. More than one component of your address is in error. Address components are the pre-direction, post-direction, and suffix.
U	Unknown Street. No street could be found within the city that matches the street name given in the address field.
V	Vacant. The address is not currently occupied.
W	Early Warning System. This address has been identified in the Early Warning System (EWS) data file, and should be included in the next national database update. For more information, see page 41.
X	Nondelivery Address. The location given in the address field physically exists in the city but the Post Office has indicated that there are no houses there. This may occur when one side of the street has railroad tracks or a river along side it.
Z	ZIP Code is invalid or does not match the city name.

DPV FOOTNOTES

Code	Description
AA	Input Address Matched to the ZIP + 4 file.
A1	Input Address Not Matched to the ZIP + 4 file.
BB	Input Address Matched to DPV (all components)
CC	Input Address Primary Number Matched to DPV but Secondary Number not Matched (present but invalid).
N1	Input Address Primary Number Matched to DPV but Address Missing Secondary Number.
M1	Input Address Primary Number Missing.
M3	Input Address Primary Number Invalid.
P1	Input Address Missing PO, RR, or HC Box number.
P3	Input Address PO, RR or HC number invalid.
RR	Input Address Matched to CMRA
R1	Input Address Matched to CMRA but Secondary Number not Present.
F1	Address Was Coded to a Military Address
G1	Address Was Coded to a General Delivery Address
U1	Address Was Coded to a Unique ZIP Code.

LACSLINK[®] RETURN CODES

If LACSLink for MAILERS+4 installed and the LACSLinkReturnCode field is formatted when running Address Check, the following codes will be inserted into this field in your database file.

Code	Definition
A	LACS Record Match — The input record matched to a record in the master file. A new address could be furnished.
00	No Match — The input record could not be matched to a record in the master file. A new address could not be furnished.

Code	Definition
14	Found LACS Record: New Address Would Not Convert at Run Time — The input record matched to a record in the master file. The new address could not be converted to a deliverable address.
92	LACS Record: Secondary Number Dropped from Input Address — The input record matched to a master file record, but the input address had a secondary number and the master file record did not. The record is a ZIP + 4 street level or high rise match.

SUITE^{LINK} RETURN CODES

Code	Definition
Empty	Suite ^{Link} lookup was not performed.
00	No match - A Suite ^{Link} lookup was attempted by no match was made.
A	Suite ^{Link} match.

DUPLICATE CHECK ERROR CODES

If the **Dup Error** field is selected in the **Formatting Fields** dialog box, a “D” in this field indicates the record is a duplicate. This error code will display in your MAILERS+4 reports and in your database file.

Code	Definition
D	Duplicate record.

NAME PARSE ERROR CODES

If the **Name Error** field is selected in the **Formatting Fields** dialog box, Name Parse inserts an asterisk (“*”) in this field when it can't find names in a record. If the **Full Name** field is blank, Name Parse will report it as an error. This error code will display in your MAILERS+4 reports and in your database file.

Code	Definition
*	Data in Name field can't be located.

PHONE CHECK ERROR CODES

If the **Phone #1 Error** or **Phone #2 Error** fields are selected in the **Formatting Fields** dialog box, the following error codes will display, as necessary, in your MAILERS+4 reports and in your database file.

Code	Definition
A	Area code does not exist in the database or the area code, prefix, or suffix contains a character rather than a digit in the digit pattern.
B	Phone number contains only blanks.
D	Distance Error. The area code and ZIP Code are located too far apart as designated in the Phone Check Options screen.
E	Numerical format of phone number is incorrect.
F	Improper field length for chosen phone format.
M	Multiple Match (duplicate phone number errors).
P	Prefix does not exist in the database.
Z	ZIP Code does not exist in the database.

PRESORT ERROR CODES

If the **Presort Error** field is selected in the **Formatting Fields** dialog box, the following error codes will display, as necessary, in your MAILERS+4 reports and in your database file.

Code	Definition
4	Invalid Plus 4.
C	Invalid Carrier Route.
L	Invalid Line Of Travel Number.
O	Invalid Line Of Travel Order.
P	Insufficient pieces for a package (ECR mailing).
W	Invalid Walk Sequence.
Z	Invalid ZIP Code.

RECORDS IN RADIUS ERROR CODES

If the **ZIP Code Error** field is selected in the **Formatting Fields** dialog box, a "Z" will display if the ZIP Code does not exist in the database. This error code will display in your MAILERS+4 reports and in your database file.

Code	Definition
Z	ZIP Code does not exist in database.

INFORMATION CODES

Return Codes

Code	Definition
A	COA Match - The input record matched to a business, individual or family type master file record. A new address could be furnished.
00	No Match - The input record COULD NOT BE matched to a master file record. A new address could not be furnished.
01	Found COA: Foreign Move - The input record matched to a business, individual or family type master file record but the new address was outside USPS delivery area.
02	Found COA: Moved Left No Address (MLNA) - The input record matched to a business, individual or family type master file record and the new address was not provided to USPS.
03	Found COA: Box Closed No Order (BCNO) - The Input record matched to a business, individual or family type master file record which contains an old address of PO BOX that has been closed without a forwarding address provided.
04	Cannot match COA: Street Address with Secondary - In the STANDARD mode utilizing Family matching logic the input record matched to a family record type on the master file with an old address that contained secondary information which obtained a ZIP+4 street level match. The input record does not contain secondary information. This address match situation requires individual name matching logic to obtain a match and individual names do not match.
05	Found COA: New 11-digit DPBC is Ambiguous - The input record matched to a business, individual or family type master file record. The new address on the master file record could not be converted to a deliverable address because the DPBC represents more than one delivery point.

Code	Definition
06	Cannot Match COA: Conflicting Directions: Middle Name Related -There is more than one COA (individual or family type) record for the match algorithm and the middle names or initials on the COAs are different. Therefore, a single match result could not be determined.
07	Cannot Match COA: Conflicting Directions: Gender Related -There is more than one COA (individual or family type) record for the match algorithm and the genders of the names on the COAs are different. Therefore, a single match result could not be determined.
08	Cannot Match COA: Other Conflicting Instructions - The input record matched to two master file (business, individual or family type) records. The two records in the master file were compared and due to differences in the new addresses, a match could not be made.
09	Cannot Match COA: High-rise Default - The input record matched to a family record on the master file from a High-rise address ZIP+4 coded to the building default. This address match situation requires individual name matching logic to obtain a match and individual names do not match.
10	Cannot Match COA: Rural Default - The input record matched to a family record on the master file from a Rural Route or Highway Contract Route address ZIP+4 coded to the route default. This address situation requires individual name matching logic to obtain a match and individual names do not match.
11	Cannot Match COA: Individual Match: Insufficient COA Name for Match - There is a master file (individual or family type) record with the same surname and address but there is insufficient name information on the master file record to produce a match using individual matching logic.
12	Cannot Match COA: Middle Name Test Failed - The input record matched to an individual or family record on the master file with the same address and surname. However, a match cannot be made because the input name contains a conflict with the middle name or initials on the master file record.
13	Cannot Match COA: Gender Test Failed - The input record matched to a master file (individual or family type) record. A match cannot be made because the gender of the name on the input record conflicts with the gender of the name on the master file record.
14	Found COA: New Address Would Not Convert at Run Time - The input record matched to a master file (business, individual or family type) record. The new address could not be converted to a deliverable address.
15	Cannot Match COA: Individual Name Insufficient - There is a master file record with the same address and surname. A match cannot be made because the input record does not contain a first name or contains initials only.

Code	Definition
16	Cannot Match COA: Secondary Number Discrepancy - The input record matched to a street level individual or family type record. However, a match is prohibited based on 1 of the following reasons: 1) There is conflicting secondary information on the input and master file record; 2) the input record contained secondary information and matched to a family record that does not contain secondary information. In item 2, this address match situation requires individual name matching logic to obtain a COA match and individual names do not match.
17	Cannot Match COA: Other Insufficient Name - The input record matched to an individual or family master file record. The input name is different or not sufficient enough to produce a match.
18	Cannot Match COA: General Delivery - The input record matched to a family record on the master file from a General Delivery address. This address situation requires individual name matching logic to obtain a match and individual names do not match.
19	Found COA: New Address not ZIP+4 coded - There is a change of address on file but the new address cannot be ZIP+4 coded and therefore there is no 11?digit DPBC to store or return.
20	Cannot Match COA: Conflicting Directions after re-chaining - Multiple master file records were potential matches for the input record. The master file records contained different new addresses and a single match result could not be determined.
66	Daily Delete - The input record matched to a business, individual or family type master file record with an old address that is present in the daily delete file. The presence of an address in the daily delete file means that a COA with this address is pending deletion from the master file and that no mail may be forwarded from this address.
91	COA Match: Secondary Number dropped from COA – The input record matched to a master file record. The master file record had a secondary number and the input address did not. Please Note: This return code is derived from Individual matching logic only. If this return code is achieved then no other matching attempts are permitted regardless of the PROCESSING mode.
92	COA Match: Secondary Number Dropped from input address – The input record matched to a master file record, but the input address had a secondary number and the master file record did not. The record is a ZIP + 4 street level match. Please Note: This return code is derived from individual matching logic only. If this return code is achieved then <u>no other matching attempts</u> are permitted regardless of the PROCESSING mode.

Presort Mail Job Codes

Code	Definition
AA	First-Class Automation Letters & Cards
AB	First-Class Non-Automation Letters & Cards
AC	First-Class Non-Automation Upgradable Letters & Cards
AD	First-Class Automation Flats
AE	First-Class Non-Automation Flats
AF	First-Class Presorted Parcels
AG	Standard Mail (A) Automation Letters & Cards
AH	Standard Mail (A) Non-Automation Letters & Cards
AI	Standard Mail (A) Non-Automation Upgradable Letters & Cards
AJ	Standard Mail (A) Automation Flats
AK	Standard Mail (A) Non-Automation Flats
AL	Standard Mail (A) Non-Automation Enhanced Carrier Route Letters
AM	Standard Mail (A) Non-Automation Enhanced Carrier Route Letters
AP	Periodical Automation Letters & Cards
AQ	Periodical Non-Automation Letters & Cards
AR	Periodical Automation Flats
AS	Periodical Non-Automation Flats
AW	First-Class Co-containerized Flats
AY	Standard Mail Auto Enhanced Carrier Route
BE	Standard Mail Co-containerized Flats
BG	Periodicals Co-containerized Flats
BH	First-Class Auto Flats — Tray Based Option
XX	Pieces Not Processed or Processed at Single-Piece Rate

Presort Package Sortation Level

Code	Package Sortation Level
FIRM	Firm
CRD	Carrier Route
5DG	5-digit
3DG	3-digit
ADC	ADC
AADC	AADC
MADC	Mixed ADC

Presort Container Sortation Level

Code	Container Sortation Level
CRD	Carrier Route — Direct
CR5	5-digit Carrier Routes
CR5S	5-digit scheme Carrier Routes
5DG	5-digit
5DGS	5-digit scheme
M5D	Merged 5-digit
M5DS	Merged 5-digit scheme
CR3	3-digit Carrier
3DG	3-digit
3DGS	3-digit schemes
ADC	ADC
AADC	AADC
MADC	Mixed ADC
MAAD	Mixed AADC
SCF	SCF (Periodical sacks)

Presort Rate Code

Code	Rate
CB	Automation Carrier Route (First Class letters/cards) and Carrier Route Basic Automation (Standard Mail letters)
5B	5-digit (First Class letters/cards and flats, Periodicals letters and flats and Standard Mail letters Automation)
3B	3-digit (First Class letters/cards and flats, Periodicals letters and flats and Standard Mail letters Automation)
3/5B	3/5 (Standard Mail flats) Automation
BB	Basic Flats
AB	AADC (First Class letters/cards, Standard Mail letters), ADC (First Class flats) Automation
MB	Mixed AADC (First Class letters/cards, Standard Mail letters), Mixed ADC (First Class flats) Automation
Presort	Presorted (First Class letters/cards, flats and Parcels) Automation
5D	5-digit (Periodicals, flats and parcels) Presorted
3D	3-digit (Periodicals, flats and parcels) Presorted
3/5	3/5 (Standard Mail letters, flats and parcels) Presorted
BS	Basic (letters/cards and flats) Presorted
WS	Saturation Carrier Route
HD	High Density Carrier Route
CR	Basic Carrier Route
SP	Single Piece Non-Presorted

Presort Destination Code

Code	Destination
D	Destination Delivery Unit (DDU)
S	Destination SCF
B	Destination NDC
A	Destination ADC
space	None

Move Type

Code	Definition
Blank	There is no change to the record.
B	Business move.
D	mCOA match.
F	Family move.
I	Individual move.
L	LACSLink address update.



APPENDIX

CALCULATING DISTANCES

If you used Address Check to append latitude and longitude coordinates to your records, the following discussion will help you calculate distances between ZIP Codes using latitude and longitude coordinates.

DISTANCE CALCULATION

Any point on the earth's surface can be located by its latitude and longitude coordinates. Latitude is the angle above or below the equator in degrees. The equator is zero degrees, the north pole is north 90 degrees latitude, and the south pole is south 90 degrees latitude. The continental United States falls between 25 and 50 degrees north.

Longitude is the angle east or west of the Greenwich meridian. The continental United States is between 70 and 125 degrees west.

Technical support is not equipped to troubleshoot distance calculations. This information can be obtained at your local public library.

Approximate Solutions

One degree of latitude is equal to 69.1 miles. One degree of longitude is equal to 69.1 miles at the equator. North or south of the equator, one degree of longitude is a smaller distance. It's reduced by the cosine of the latitude. Dividing the latitude number by 57.3 converts it to radians.

```
DistLat = 69.1 * (Lat2-Lat1)
DistLong = 69.1 * (Lg2-Lg1) * cos(Lat1 / 57.3)
Dist = (DistLat2 + DistLong2) 0.5
```

If you don't want to use the COS function, then a good approximate solution is:

```
DistLat = 69.1 * (Lat2-Lat1)
DistLg = 53 * (Lg2 - Lg1)
Dist = (DistLat2 + DistLong2) 0.5
```

Exact Solution

To calculate the exact distance between points requires spherical geometry.

The basic formula is:

$$D = 3959 \times \text{acos}[(\sin(\text{lat}_1) \times \sin(\text{lat}_2)) + (\cos(\text{lat}_1) \times \cos(\text{lat}_2) \times \cos(\text{long}_2 - \text{long}_1))]$$

The above formula has one major problem: most computer languages do not support the arc cosine function. Therefore a different form is necessary, one that uses the arc tangent function that most languages embrace.

$$D = 3959 \times \text{atan}\left(\frac{\sqrt{1-A^2}}{A}\right)$$

where:

$$A = (\sin(\text{lat}_1) \times \sin(\text{lat}_2)) + (\cos(\text{lat}_1) \times \cos(\text{lat}_2) \times \cos(\text{long}_2 - \text{long}_1))$$

Most computer languages compute the sine and cosine function with the angle given in radians. To convert degrees to radians, divide degrees by the constant 57.3 (180/pi).

In BASIC this would be programmed as follows:

```
C = 57.3
A = sin(Lat1/C)*sin(Lat2/C) + cos(Lat1/C)*cos(Lat2/C)*
  cos(Lg2/C -Lg1/C)
D = 3959 * atn(SQR(1 - A ^ 2) / A)
```

Where:

D = distance in statute miles from the first to the second point.

C = degrees to radians constant 57.3.

Lat1 = latitude of the first point in degrees.

Lg1 = longitude of the first point in degrees.

Lat2 = latitude of the second point in degrees.

Lg2 = longitude of the second point in degrees.

Since all ZIP Code points in the United States are north latitude and west longitude, there is no need to check the sines (positive and negative) of the latitudes and longitudes.

Some programming languages, such as dBASE II/III, do not have the functions of the sine, cosine and arc tangent. Also, the formulas given are time-consuming to calculate. A simpler but less accurate method is given here:

$$D = 69.1 * \text{SQR}[(\text{LAT2}-\text{LAT1})^2 + 0.6 * (\text{LG2}-\text{LG1})^2]$$

Although this formula is not as accurate as the first great circle method, it will give good results for most applications.

In Basic it is written as follows:

$$D = 69.1 * \text{SQRT} ((\text{LAT2}-\text{LAT1})^2 + .6 * (\text{LONG2}-\text{LONG1})^2)$$

In dBASE III it is written as follows:

$$D = 69.1 * \text{SQRT} ((\text{LAT2}-\text{LAT1})^2 + 0.6 * (\text{LONG2}-\text{LONG1})^2)$$

To make using the database easier, the latitudes and longitudes are given in the decimal format instead of the degree, minute and second format. The latter would require the additional steps of converting seconds to fractions of a minute and then minutes to a fraction of a degree.

Bearing Formula

The bearing is the direction from the first point to the second point. It is expressed as an angle from north in degrees. Due north is a bearing of zero degrees, east is a bearing of 90 degrees, south is 180, and west is 270.

The bearing from the first point to the second is calculated with:

$$B = \text{atan} \frac{\sin(\text{lat}_1) \times \sin(\text{long}_2 - \text{long}_1)}{(\sin(\text{lat}_2) \times \cos(\text{lat}_1)) - (\cos(\text{lat}_2) \times \sin(\text{lat}_1) \times \cos(\text{long}_1 - \text{long}_2))}$$

Since the ARCTAN function gives the angle in radians, you must convert B to degrees by multiplying by 57.3 (180/Pi).

To use this equation requires some special considerations. This example assumes that Lat1, Lat2, Lng1, Lng2 have been converted to radians. Use the following steps:

```
N = sin(Lat1)* sin(Lng1 - Lng2)
D = sin(Lat2) * cos(Lat1) - cos(Lat2) * sin(Lat1) *
  cos(Lng1-Lng2)
B = 57.3 * ARCTAN(N/D)
If D>0 then B=360+B
If D<0 then B=180+B
If B<0 then B = 360 + B
```

Examples

The following examples should give you a feel for the numbers. For these examples we will use the points of Schenectady, NY and Los Angeles, CA.

First Point is in Schenectady, NY 12345

```
Lat1 = 42.8145
Lng1 = 73.9380
```

Second Point is in Los Angeles, CA 90001

Lat2 = 34.0515
Lng2 = 118.2420

Example 1: Approximate Formula (1)

Lat Dist = 69.1 (Lat2 - Lat1) = 605.5
Lng Dist = 69.1 * (Lng2 - Lng1) * COS (42.8145/57.3) = 2245.8
Dist = 2326.0 miles

Example 2: Approximate Formula (2)

Lat Dist = 69.1 (Lat2 - Lat1) = 605.5
Lng Dist = 53 * (Lng2 - Lng1) = 2348.1
Dist = 2424.9 miles

Example 3: Exact Solution Formula (3)

A1 = SIN (Lat1/57.3) * SIN (Lat2/57.3) = 0.3805
A2 = COS (Lat1/57.3) * COS (Lat2/57.3) * COS (Lng2/57.3 - Lng1/57.3)
A2 = 0.4350
A = A1 + A2 = 0.8155
Dist = 3959 * ATN [(1 - A²)^{0.5} / A]
Dist = 2443.4 miles

Example 4: Bearing Formula (4)

N = sin(Lat1/57.3) * sin (Lng2/57.3 - Lng1/57.3) = 0.4747
D1 = sin(Lat2/57.3) * cos(Lat1/57.3) = 0.4107
D2 = cos(Lat2/57.3) * sin(Lat1/57.3) * cos(Lng2/57.3 -
 Lng1/57.3)
D2 = 0.4029
B = 57.3 * ATN (N/(D1 - D2)) = -89.1 Degrees
Bearing = 360 + B = 360 - 89.1
Bearing = 270.9 degrees from North.



APPENDIX

STREET SUFFIXES

Names and standard USPS abbreviations for street suffixes are listed below in alphabetical order.

ALY=ALLEY	ANX=ANNEX	ARC=ARCADE	AVE=AVENUE
BYU=BAYOU	BCH=BEACH	BND=BEND	BLF=BLUFF
BLVD=BOULEVARD	BTM=BOTTOM	BR=BRANCH	BRG=BRIDGE
BRK=BROOK	BG=BURG	BYP=BYPASS	CYN=CANYON
CPE=CAPE	CSWY=CAUSEWAY	CTR=CENTER	CIR=CIRCLE
CLB=CLUB	CLFS=CLIFFS	CP=CAMP	COR=CORNER
CORS=CORNERS	CRSE=COURSE	CT=COURT	CTS=COURTS
CV=COVE	CIR=CIRCLE	CRES=CRESCENT	CRK=CREEK
XING=CROSSING	DL=DALE	DM=DAM	DV=DIVIDE
DR=DRIVE	EST=ESTATE	EXPY=EXPRESSWAY	EXT=EXTENSION
FALL=FALL	FLS=FALLS	FRY=FERRY	FLD=FIELD
FLDS=FIELDS	FLT=FLAT	FRD=FORD	FRST=FOREST
FRG=FORGE	FRK=FORK	FRKS=FORKS	FT=FORT
FWY=FREEWAY	GDNS=GARDENS	GLN=GLEN	GRN=GREEN
GRV=GROVE	GTWY=GATEWAY	HBR=HARBOR	HL=HILL
HLS=HILLS	HOLW=HOLLOW	HTS=HEIGHTS	HVN=HAVEN
HWY=HIGHWAY	INLT=INLET	IS=ISLAND	ISS=ISLANDS
ISLE=ISLE	JCT=JUNCTION	KY=KEY	KNLS=KNOLLS
LK=LAKE	LKS=LAKES	LNDG=LANDING	LN=LANE
LCKS=LOCKS	LDG=LODGE	LF=LOAF	LGT=LIGHT

LOOP=LOOP	MALL=MALL	MNR=MANOR	MDWS=MEADOWS
ML=MILL	MLS=MILLS	MSN=MISSION	MT=MOUNT
MTN=MOUNTAIN	NCK=NECK	ORCH=ORCHARD	OVAl=OVAl
PARK=PARK	PKWY=PARKWAY	PASS=PASS	PATH=PATH
PIKE=PIKE	PNES=PINES	PL=PLACE	PLN=PLAIN
PLNS=PLAINS	PLZ=PLAZA	PT=POINT	PRT=PORT
PR=PRAIRIE	RADL=RADIAL	RNCH=RANCH	RPDS=RAPIDS
RD=ROAD	RDG=RIDGE	RST=REST	RIV=RIVER
ROW=ROW	RUN=RUN	SHL=SHOAL	SHLS=SHOALS
SHR=SHORE	SHRS=SHORES	SMT=SUMMIT	SPG=SPRING
SPGS=SPRINGS	SPUR=SPUR	SQ=SQUARE	ST=STREET
STA=STATION	STRA=STRAVENUE	STRM=STREAM	TER=TERRACE
TPKE=TURNPIKE	TRCE=TRACE	TRAK=TRACK	TRFY=TRAFFICWAY
TRL=TRAIL	TRLR=TRAILER	TUNL=TUNNEL	UN=UNION
VLY=VALLEY	VIA=VIADUCT	VW=VIEW	VLG=VILLAGE
VL=VILLE	VIS=VISTA	WALK=WALK	WAY=WAY
WLS=WELLS	XING=CROSSING		



TECHNICAL SUPPORT & TROUBLESHOOTING

This section provides general troubleshooting information for MAILERS+4 users, including answers to commonly asked questions. If your particular situation is not addressed here, please contact the Melissa Data Technical Support Staff (see **Technical Support** on page 233).

MEMORY AND MAILERS+4

Since Microsoft Windows handles the sharing of system memory internally, problems with insufficient memory are rare. There are potential problem areas, however, that should be avoided when using any Windows program.

Windows System Resources

If system resources are low, reduce the number of multi-tasking programs that are currently running.

Total System Memory

The recommended amount of total system memory is 64 megabytes for a computer that regularly runs Microsoft Windows. While MAILERS+4 will run on a system with only 16 megabytes of memory, the potential for problems is increased. Due to its heavily graphic and multitasking nature, Windows will always benefit from 64 megabytes or more of total system memory.

If you are still having memory problems, make sure your swap file is a minimum of 768 megabytes. In addition, you should also run Microsoft Windows Disk Defragmenter.

GPF MESSAGES

The error message "Application Error 'X' caused a General Protection Fault in module 'Y'" essentially means that an area in memory assigned to one specific file has been accessed by another. If this is an isolated incident, it is probably nothing to worry about. However, if it is occurring with any frequency, then something must be done to correct it.

Here are some general guidelines that are helpful to follow:

1. Set up a swap file of at least 12 megabytes for Windows to use as virtual memory.
2. Maximize the amount of available memory. The less memory your system has, the more likely it is that GPFs will occur.
3. Make sure that you have at least 10 megabytes of contiguous free space on your hard drive. This would be in addition to any swap file that has been created.
4. You can defragment your hard drive by exiting out to DOS and typing DEFRAG.
5. Keep your system as simple as possible. Problems are more likely to occur on a complex system. This is especially true if you are on a network. Try to remove things that load into memory like screen savers (for example, AfterDark).
6. Use the latest drivers. Many GPFs occur due to outdated drivers. This refers especially to video cards, but it also applies to network cards, sound cards and printer drivers.

What to Do When You Receive a GPF Error

1. Shut down the Windows operating system, then restart it.
2. If the problem remains after Windows reboots, reinstall the program.

If no errors are found, it is possible that there is a memory address conflict. It is a good idea to exclude the memory address range that is being used by your video card. This will prevent those addresses from being assigned to another application. You will find a lot of pertinent information included in the readme files included with Windows. The most common ranges are B000-B7FF and C000-C7FF.

OPTIMIZING FOR SPEED

Transferring Data to the Hard Drive

The Transfer feature allows you to create a regional file, moving a range of data by state and/or ZIP Code to your hard disk from the National data located on the CD-ROM. When you move some of the National data to the hard disk, you increase your processing speed. This occurs because a hard drive runs much faster than a CD-ROM drive and the smaller database takes less time to scan. If you work with mailing lists that are limited to a few states or ZIP Codes, it is recommended that you create a regional file.

Zip Sorting

A file will be processed much faster if it is sorted by ZIP Code. You can do this by using the Index option before running Address Check, or by sorting the list with a database management program.

CAUTION: If you interrupt Address Check while using the Index option, you will have to restart Address Check from the beginning of the file.

TECHNICAL SUPPORT

MAILERS+4 is easy to install and runs trouble-free under most conditions. We stand behind our products and include free technical support with every MAILERS+4 package we sell.

If you have any problems installing or running MAILERS+4, please contact us. However, checking your MAILERS+4 Help files (using the F1 key or **Help** menu) and this manual will often be the fastest way to resolve your problem. If you do need additional help, Technical Support is available Monday through Friday between the hours of 6:00am and 5:00pm Pacific Standard Time.

When you call for technical support, please have the following information ready:

- The release number of the program (found in the **About MAILERS+4** sub-menu of the **Help** menu).
- A clear explanation of the problem and any error messages received.
- The Windows' version that you are using.
- The amount of free memory on your machine at the time the problem occurred.

Please be ready to recreate the problem and work through the solution over the telephone.

Contacting Technical Support

Voice: 800-MELISSA (800-635-4772)

Fax: 949-589-5211

E-mail: tech@MelissaData.com

Internet: www.MelissaData.com/Tech/tech.html

Downloading Maintenance Updates

You can also download the latest maintenance releases of MAILERS+4 by logging onto the Melissa Data web site. The web site is located at <http://www.MelissaData.com/Tech/tech.html>.

Uploading Files to the Melissa Data Web Site

Problem files can also be sent over the Internet to our Technical Support staff by e-mailing them to the Melissa Data web site. Simply compress the file and attach it to an e-mail message that describes the problem you are having.

TROUBLESHOOTING

Common Data File Questions

Question:

Will MAILERS+4 read my ASCII data file?

Answer:

MAILERS+4 will read fixed length ASCII files with or without a Carriage Return (CR) and Line Feed (LF) at the end of each record. However, ASCII files without CR / LF may only have one record per line.

Question:

Why do I receive a "Cannot determine file format" error message when trying to open my fixed length (ASCII) file in MAILERS+4?

Answer:

The "Cannot determine file format" error may occur if the records in your fixed length (ASCII) file are terminated by CR / LFs that are not in the same position throughout the database. Since the CR / LFs tell MAILERS+4 how long each of the records is, it is essential that they be in the same position at the end of each record or the data file will not be seen as a "Fixed Length" file.

This problem is very common in files that have been downloaded from a Mini or Mainframe computer. The Mini / Mainframe does not pad the spaces in the last field, so a CR / LF is found at the end of the data, not at the end of the field.

Question:

My database management program uses a proprietary file format that MAILERS+4 cannot read. What file format should I export to?

Answer:

Some database management programs, such as Paradox and Q&A, use their own proprietary format that MAILERS+4 is unable to read. The best way around this is to export your file to a dBase III or IV format.

Most database management software on the market will export to one of these formats and the dBase format is an easy one to work with. MAILERS+4 will also import mailing lists that are in comma-delimited format, as it has the ability to convert them to dBase files. If your program

does not support dBase files, you must export to a fixed length (ASCII) format. This is a file format in which each record and field is a given length, and it is the same throughout the file (for example, If field #1 has a length of 30 characters, field #1 in every record will have a length of 30 characters and if record #1 has a total length of 154 characters, all records will be this length). For common problems with the ASCII file format, see the previous question.

Question:

Can a comma-delimited file be used with MAILERS+4?

Answer:

Yes, when you open a comma-delimited file in MAILERS+4, you will be prompted to convert it to dBase format. When you are finished working on your file in MAILERS+4, you have the option of converting the file back to its original comma-delimited format.

It is important to note certain conventions when converting files from the comma-delimited format to the dBase format:

Any comma-delimited fields that are not enclosed in quotation marks will become numeric fields when converted to dBase. Since MAILERS+4 will not allow you to format numeric fields, make sure that all of the fields in your comma-delimited file are "Quote Enclosed" before importing them to MAILERS+4.

Field Formatting Questions

Question:

Is it necessary to format a separate **Plus 4** field when using Address Check?

Answer:

Only if your main **ZIP** field is too short to hold the Plus 4. If you have a 10 character **ZIP** field, MAILERS+4 will add a hyphen and the Plus 4 to the **ZIP** field.

Question:

Is it necessary to format an **Error** field?

Answer:

The **Error** field is not required for any function in MAILERS+4. It is, however, highly recommended that you do format the **Error** field(s). Error field(s) tell you which of your records could not be coded in Address Check, which records are duplicates in Duplicate Check, and why the other functions of MAILERS+4 could not include that record in their processing. Setting aside a single-character field for each of the program functions you use is a good way to keep track of errors in your file, while maintaining the integrity of your records.

Question:

Why am I unable to combine my split address fields when running Address Check?

Answer:

You need to format an empty **Delivery Address** field so the program has a place to combine the separate portions of your split address. Make sure it is long enough for the separate components of your address to fit into.

Question:

How do I get county information added to my file during Address Check?

Answer:

MAILERS+4 will output many fields of non-address data (such as County FIPS). This data is available on the **Advanced Address Check Format** screen. This is where you can format the various fields (including the county field) for the extra data that Address Check provides. Make sure that these fields are long enough for the data they must hold.

Presorting Questions

Question:

I need the NDC, SCF, and DDU (destination) discounts. How do I get them using MAILERS+4?

Answer:

Use the Destinations feature in the Presort function of MAILERS+4. This feature allows you to sort your mailing according to NDC, SCF, and DDU destinations.

Question:

The program is not giving me the CRRT sort results I thought I would get. Why is this?

Answer:

You **MUST** have enough pieces to qualify for that sortation.

It is a good idea to check with the USPS or the Domestic Mail Manual concerning qualification regulations for the various sortation types. It is also possible that the local Post Office of mailing just doesn't have the equipment to handle that type of sortation.

In addition, you must have a **Carrier Route** field formatted, and you must run Address Check. You should also format a **Lot Order** field and a **Lot Number** field if you are running eLOT.

Question:

Why are some of my 5-digit packages being put with the 3-digit packages?

Answer:

Presort will "borrow" from one package type to enable another package type to qualify for a lower rate. If a 5-digit container is required to be full, Presort will use mail from the 3-digit container, if necessary, to fill the 5-digit container.

Label Printing Questions

Question:

My printer isn't listed under "Printer Name." What printer should I select?

Answer:

If you are using a Dot Matrix or large scale Ink Jet printer, use the "Generic Text" driver or a printer type that emulates your printer. If you are using a Laser or small scale Ink Jet printer, use the "Windows" driver. The printer you are using to print your labels should be set as the default printer in your Windows Control Panel.

Question:

Why won't MAILERS+4 print the bar code on my label?

Answer:

Check the setup for your printer. You must have a printer that is capable of printing graphics characters and it must be an IBM or Epson compatible printer. Also, your labels must be longer than three (3) inches, and your printer must be capable of printing a bar code with PCL 5 printer language.

Question:

Why is the bar code printing past the edge of the label?

Answer:

It is important to use a label that is wide enough for the bar code you are printing. If you are going to print a Delivery Point code, the label must be at least 3" wide for the bar code to fit.

Question:

How do I get the name and company to print on my labels?

Answer:

The fields that you wish to print must first be formatted. If they are not, you will not be able to use them in the **Label Layout** screen.



ADDRESS TYPE PERCENTAGES

Following is a breakdown of address types on the National and State levels. The numbers below are the percentage of each type of address in that category.

NATIONAL ADDRESS TYPE PERCENTAGES

Street	High Rise	Firm Name	PO Box	Rural Route	General
73.0	17.0	3.0	2.0	5.0	0.0

ADDRESS TYPE PERCENTAGES BY STATE

State	Street	High Rise	Firm Name	PO Box	Rural Route	General
AL	85.5	6.0	1.5	1.0	6.0	0.0
AK	70.0	20.5	4.0	5.0	1.5	0.0
AZ	75.5	19.5	2.0	2.0	1.0	0.0
AR	83.0	6.0	1.0	1.0	9.0	0.0
CA	64.0	30.0	4.0	2.0	0.0	0.0
CO	77.0	19.0	2.0	2.0	0.0	0.0
CT	72.0	20.0	6.0	2.0	0.0	0.0
DE	70.0	13.0	4.0	2.0	11.0	0.0
DC	31.0	56.0	11.0	2.0	0.0	0.0
FL	75.0	20.0	2.0	1.0	2.0	0.0
GA	80.5	11.5	1.0	1.0	6.0	0.0
GU	75.0	12.0	1.0	11.0	1.0	0.0

State	Street	High Rise	Firm Name	PO Box	Rural Route	General
HI	46.0	45.0	4.0	4.0	1.0	0.0
ID	85.0	8.5	1.0	2.0	3.5	0.0
IL	69.0	21.0	3.0	1.0	6.0	0.0
IN	80.0	10.0	2.0	2.0	6.0	0.0
IA	79.0	10.0	1.5	1.5	8.0	0.0
KS	74.0	8.0	2.0	1.5	14.5	0.0
KY	77.5	13.0	3.0	2.0	4.5	0.0
LA	81.0	11.0	2.0	1.0	5.0	0.0
ME	60.0	17.0	3.5	3.0	16.5	0.0
MD	67.0	25.0	6.0	2.0	0.0	0.0
MA	72.0	21.0	5.0	2.0	0.0	0.0
MI	82.0	13.0	3.0	1.0	1.0	0.0
MN	69.0	13.0	3.0	2.0	13.0	0.0
MS	80.0	7.0	1.0	2.0	10.0	0.0
MO	72.5	10.0	2.0	1.0	14.5	0.0
MT	82.0	10.0	2.0	3.0	3.0	0.0
NE	69.0	7.0	2.0	2.0	20.0	0.0
NV	70.0	25.5	1.5	2.0	1.0	0.0
NH	71.0	15.0	3.0	3.5	7.5	0.0
NJ	71.0	21.0	5.0	2.0	1.0	0.0
NM	78.0	13.0	1.0	4.0	4.0	0.0
NY	46.0	43.0	5.0	2.0	4.0	0.0
NC	81.0	9.0	1.0	1.0	8.0	0.0
ND	71.5	11.0	1.0	2.0	14.5	0.0
OH	78.0	16.0	4.0	1.0	1.0	0.0
OK	69.0	9.5	3.0	1.5	17.0	0.0
OR	81.0	13.0	2.5	2.5	1.0	0.0
PA	71.0	12.0	4.0	3.0	10.0	0.0

State	Street	High Rise	Firm Name	PO Box	Rural Route	General
PR	67.0	22.0	1.0	4.0	6.0	0.0
RI	78.0	15.0	5.0	2.0	1.0	0.0
AS	0.0	0.0	0.0	99.0	0.0	1.0
SC	81.0	9.5	1.5	1.0	7.0	0.0
SD	63.0	8.0	1.0	2.0	26.0	0.0
TN	82.0	8.0	2.0	1.0	7.0	0.0
TX	76.0	14.0	2.0	1.0	7.0	0.0
UT	81.0	15.0	2.0	1.0	1.0	0.0
VT	49.0	10.0	3.0	5.0	33.0	1.0
VA	73.0	15.0	2.0	2.0	8.0	0.0
VI	46.5	34.5	0.0	13.0	6.0	0.0
WA	75.0	19.0	2.5	2.0	1.5	0.0
WV	63.0	8.0	2.5	5.0	21.5	0.0
WI	80.0	12.0	2.0	1.0	5.0	0.0
WY	80.0	11.0	1.0	5.0	3.0	0.0
PW	0.0	0.0	0.0	98.0	0.0	2.0
AA	100.0	0.0	0.0	0.0	0.0	0.0
AE	100.0	0.0	0.0	0.0	0.0	0.0
AP	100.0	0.0	0.0	0.0	0.0	0.0

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