



UNITED
PRINTING + MAILING

List Guidelines

When preparing your supplied list there are two main things to keep in mind: file structure and file format.

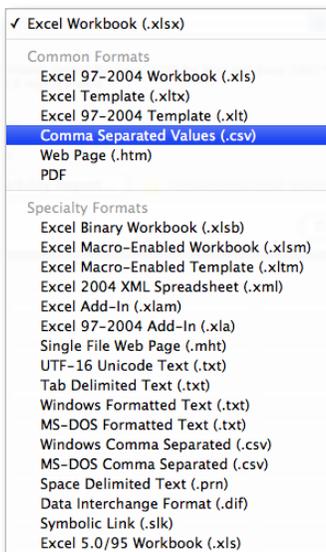
The following guidelines are designed to assist you in preparing your mail list for digital submission.

If you need additional assistance, please contact our Data Department at 602-276-6162.

FILE FORMAT

Your list should always be supplied to us in a .csv format. It is important that you actually export your list from Excel or other database software as a .csv. Please do not simply change the file extension. Once you have exported your .csv file, do not reopen it as some of your data may become corrupted. To export your list as a .csv from Excel, just follow these simple steps:

- 1) Select “Save As” from the “File” menu
- 2) From the “Format” dropdown menu, select “Comma Separated Values (.csv)”



- 3) Navigate to the location you want to save the document and press “Save”

FILE STRUCTURE

Structuring your file properly can help save production time on your project and excessive cost for list conversion time. There are a few items to keep in mind when setting up your list file. They are as follows:

- 1) Be very specific in the naming of your fields. Separate prefix, first, and last names into their own fields, as well as company, address, city and state. There should be no reason to have more than 2 address fields. Remember that it is always easier to merge fields than split them up, so if in doubt, assign the information to its own field.
- 2) Make sure the number of fields in a row is consistent throughout your document. This means, if you have a ‘company’ field in Row 1, make sure you also have a ‘company’ field in Row 2. Don’t be alarmed if you don’t have an entry for a field, simply leave that field blank and proceed to the next field you do have information for. See our example below to see how a correct list document is set up:

	A	B	C	D	E	F	G	H	I	J
1	prefix	lastname	firstname	title	company	address1	address2	city	state	zip
2										
3	Mr.	Albers	John		Intelligent Inventions	2432 Intelligence Ave.		Scottsdale	AZ	85257
4	Mrs.	Bailey	Jennifer	Marketing Manager	Metro Science Center	3156 Science Drive	Suite 220	Phoenix	AZ	85040
5	Ms.	Bartelby	Sarah		CarePhoenix	110786 E. Heather Blvd.	Suite 120-125	Scottsdale	AZ	85260
6	Mr.	Campau	Charles	Purchasing Director	Fitt Center	1254 N. 7th Ave.		Phoenix	AZ	85027
7	Mr.	Douglass	Hank	Consultant		5487 Cholla Park		Scottsdale	AZ	85254
8	Miss	Henry	Angela	Marketing Consultant	Resonance	18750 N. Northsight Dr.	Suite 111	Scottsdale	AZ	85260
9					Office Manager	111047 N. Scottsdale Rd.		Scottsdale	AZ	85262
10	Ms.	Jones	Stephanie	Print Buyer	Method Communications	6523 Roberts Ave.	Suite 106	Phoenix	AZ	85016
11	Mr.	Jones	Trent		Alvea	5126 N. Sunrise St.		Tempe	AZ	85054
12	Mrs.	Kavanaugh	Liz	Marketing Executive	Travels Learning Center	110433 N. Hayden Rd.	Suite 114	Scottsdale	AZ	85254
13										
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- 3) Finally, compile all of your lists into one document if possible. You don’t need a separate list for each zip code or city, it is recommended to just compile them into one document. The one exception to this rule would be if you are customizing your piece based on separate lists. It is ok—and highly recommended—to keep your lists separate if this is the case.