



ADMAILWEST

Delivered as promised.

Required Data Specifications

Standard File Formats:

- ASCII, comma-delimited, tab-delimited or fixed length text (**field breakdown is mandatory**)
- dBase III or IV (DOS)
- Paradox (4.5 for DOS, 7.0 for Windows)
- Microsoft Access 2000 or XP
- Filemaker Pro 5.0
- Macintosh ASCII (high density diskette only—include field breakdown)
- Files may be compressed using PKZip, Winzip or StuffIt
- Microsoft Word and Excel are acceptable, but may require extra processing time and incur additional expense

(If unable to provide data in one of these formats please contact your Project Manager.)

Media Types:

- 9-track reel tape. 1600/6250 bpi, ASCII/EBCDIC, fixed length records, block size less than 64K (**must** include field breakdown)
- IBM 3.5" or 5.25" diskettes, HD or DD
- 100 MB or 250 MB Zip disk (IBM or MAC format)
- Macintosh 3.5" high density floppy (HD only) – data must be ASCII text
- CD-ROM or DVD

Internet:

FTP is the preferred method for file transfer. Files can be FTP'd to <ftp.admailwest.com> or sent as an email attachment to support@admailwest.com. Data files sent as an attachment to email cannot exceed 5 Megabytes in size. It is recommended that **all** files be compressed before transmittal. Please call to make arrangements for file uploading or to receive a login for our FTP site. We can also retrieve files from your FTP site. Your Admail Customer Service Rep. **must** have the file name to match with your job. A file upload tool is also available on our website that provides for secure, encrypted file transmission.

Job Specific Requirements:

Please be sure to provide us with 1) the **record layout** of your list, and 2) the **address label** layout.

Example:	Database Field Name:	Actual Label:
	[Code 1]	45RTY43
	[First Name] [Last Name]	Joe Smith
	[Company]	Joe's Towing Co.
	[Address Line 1]	521 North 10th Street
	[Address Line 2]	Ste. 405
	[City] [State] [Zip] [Zip4]	Sacramento, CA 95814-7855

Please provide specific instructions concerning any codes or keyline to be placed on the address label, including field name and label placement, as in sample above. **Please avoid sending data files with multiple extraneous fields or with exceptionally long field lengths that may not fit on the mail piece.** Provide only fields necessary for the mailing. Field widths should be no longer than 40 characters for most mailings. If multiple files are to be merged, provide Admail West with specific instructions and file names, with record counts for each file.

Data that does not conform to the above guidelines could be subject to an additional data conversion charge.