

Gooder Group Address Specifications

Address files must be received before issue deadline of 1st of month to be processed for that issue. To determine address quantity all new files will be standardized to be “postal ready” with duplicates removed. “Removed Address Report” available upon request. Presorting program will add Zip+4, carrier route and bar code during processing. Special “Database Doctor” services available for file triage (\$50/hour; 1-hour minimum) such as NCOA (National Change of Address).

Important To Know

- #1. Blank fields will be ignored.
- #2. Data printed as received.

EXCEL Is Best Format

EXCEL format is preferred. Other formats require “Database Doctor” (\$50/hour; 1-hour minimum): Comma Separated Value (.csv), Tab Delimited Text (.txt), Database (.dbf) and ACT! We do not do data entry.

BASIC (6-Field EXCEL File)

Address
 Street number, street

City
 City, State and Zip must be in separate fields. name, apartment/suite all in one field.

State

Zip

	A	B	C	D	E	F
1	Firstname	Lastname	Address	City	State	Zip
2	John	Doe	123 Anywhere Ave, Ste 123	Yorktown	CA	555555
3	Joe Q.	Public	523 Somewhere St. Apt. 201	Springfield	MA	12345
4	Jane	Mason	456 NE Apple Ln	El Dorado	CA	65432
5	Tom	Jones	78945 Las Vegas Blvd	Reno	NV	32145

	A	B	C	D	E
1	Firstname	Lastname	Address	Split Address - Incorrect	Combined City, State, Zip - Incorrect
2	John	Doe	123 Anywhere Ave	Ste 123	Yorktown, CA 55555
3	Joe Q.	Public	523 Somewhere St.	Apt. 201	Springfield, MA 12345
4	Jane	Mason	456 NE	Apple Ln	El Dorado, CA 65432
5	Tom	Jones	78945	Las Vegas Blvd	Reno, NV 32145

Avoid These Common Mistakes

Ready To Print
 What you give us is what we print. We cannot edit your address file. Your addresses must be ready to print.

Split Address
 Do not split the address into separate fields.

CityStateZip
 Do not combine City, State and Zip into one field.

Questions? E-mail Newsletters@GooderGroup.com or call (703) 698-7750 to speak to one of our customer service representatives.



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