



## Required Data Specifications

### **Standard File Formats:**

- Comma-delimited (CSV)
- Tab-delimited (TXT)
- Fixed length text (please supply a record layout)
- dBase III or IV
- Microsoft Access
- Microsoft Word (In print label format)
- Microsoft Excel
- Files may be compressed (Winzip, Stuffit, or any common compression utility)
- If unable to provide data in one of these formats please contact your Customer Service Representative

### **Magnetic Media:**

- 9-track reel tape
- Compact Disc
- IBM 3.5" diskettes
- 100MB Zip disk (IBM or MAC format)

### **Internet:**

Files can be sent as an email attachment directly to your Customer Service Representative. Please note that data files exceeding 4 Megabytes in size can be sent via FTP (File Transfer Protocol) to: [ftp.applemail.com](http://ftp.applemail.com). Please call to make arrangements for file uploading or to obtain login and password information. Alternatively we are able to retrieve files from your FTP site. Files must be easily identifiable with both project and company name.

### **Job Specific Requirements:**

Please provide specific instructions, in writing, concerning any codes, key lines, or other information to be placed on the address label. If multiple files are to be merged or deduped, please provide Apple Direct Mail with specific instructions, in writing, along with the file names, and record counts for each file.

Merge/Purge, deduping service, list cleansing services, and NCOA service are available. Please inquire

*Additional data work/cleanup may result in additional charges*