Mail House Inc Default Field Descriptions

We are now requiring your file be sent to us in a format that eliminates the process of us converting the files. Because of the vast amount of file formats and user defined layouts, we have found this procedure to be necessary, thus giving you peace of mind knowing your data will retain its integrity.

Below is the field layout required by Mail House Inc for your mailing database. Some of these fields are required. In other words, they must exist to perform validation and certification of the list. Others may only be required for certain types of mail processing. Optional fields also exist for you to provide extra information such as dates, titles, etc. These fields must be labeled Field1, Field2, etc. The following table explains the purpose of every required field that Mail House Inc uses to process data.

Field Name	Width	Description
first	55	First Name
last	30	Last Name
company	50	Company Name
address	60	Mailing Address
address2	50	Second Address Line
city	30	City Name
st	2	State Abbreviation
zip	10	Zip code

* Fields in **Bold** are required
** For NCOA processing, the name information must be stored in either "First" or "Company".
***Any field that exceeds the described Width will be truncated.

A header row containing the field names is required. This header row will tell our software what information is contained in each column. The first row of the database must contain the header, and the header must contain the field names described above. If your database is not in the required format, we will be unable to process your list.

File formats

Fixed Length or System Data (.TXT, SDF) - An SDF file is an ASCII text file in which records have a fixed length and end with a carriage return and line feed. Fields are not delimited.

Comma Separated Text (.CSV, .TXT) - A CSV file has field names as the first line in the file; the field names are ignored when the file is imported. The text in each field is surrounded by quotes. Commas separate the fields. Records are separated with paragraph marks.

TAB-Separated Text .TXT - A Tab-Separated file uses tabs to separate the fields and paragraph marks to separate the records.

Microsoft Excel .XLS - Each column from the worksheet becomes a field in the table and each worksheet row becomes a record in the table. Multiple worksheets are not supported. Only the first worksheet is recognized.

ACT Database .ACT - A file created in the program Act.

DBF (FoxPro and dBase) - .DBF Includes xBase and dBase II, III, IV and V.

VisiCalc (Data Interchange Format) DIF - .DIF Vectors (columns) become fields in the currently selected table and tuples (rows) become records.

Framework II .FW2 - Data from a file created by Framework II.

Microsoft Multiplan .MOD - MOD files are created by Microsoft Multiplan version 4.01.

Paradox - Paradox Version 3.5 or 4.0 database files.

RapidFile - RapidFile version 1.2

SYLK (Symbolic Link) Interchange - SYLK files are used in Microsoft MultiPlan. Columns in the SYLK file become fields in the Visual FoxPro table and rows become records. SYLK file names have no extension.

Lotus 1-2-3 .WK1, WK3, WKS - Lotus 1-2-3 version 2.x spreadsheet. Each column from the spreadsheet becomes a field in the table; each spreadsheet row becomes a record in the table. A .wks file name extension is assigned to a spreadsheet created in Lotus 1-2-3 revision 1-A. A .wk3 file name extension is assigned to a spreadsheet created in Lotus 1-2-3 revision 3.x.

Lotus Symphony WR1, WRK - Lotus Symphony version 1.1 or 1.2 spreadsheet. Each column from the spreadsheet becomes a field in the table and each spreadsheet row becomes a record in the table. A .wr1 file name extension is assigned to a spreadsheet created in Symphony versions 1.1 or 1.2.Lotus Symphony version 1.0 spreadsheets have an extension of .WRK