



File Preparation Guidelines for Mail

Esprit can handle your mailer from concept to completion! This includes designing the mail piece, printing your mailer and all necessary mailing services. We can even help you target a market and build a mail list. We can work from your supplied mail list as well. We also have variable data capabilities that allow you to target each mail piece recipient with a customized message and imagery.

There are several guidelines that must be followed in order to create a successful mail piece. Print design and paper selection can have great impact on the amount of postage you will pay. These elements can also affect the length of time it takes your printed piece to be delivered by the Post Office. Be sure to contact Esprit early in the design process so that we can ensure that your mailer will meet with postal regulations.

Q: What is included in your mailing services?

- Address correction
- National Change of Address update (move update)
- CASS certification.
- Presorting down to the lowest rates possible
- Injetting directly on your mail piece including a barcode
- All postal paperwork
- Delivery to the Post Office for processing

We will need your postage check, made out to the U.S. Postmaster, at the time we submit your mailer to the post office (we do not invoice for postage).

We also offer tabbing for those pieces that need to be secured to meet with postal regulations.

Q: Can you build a mail list based on specific demographics or a specified area?

You bet! Would you like to target homes within a city with incomes over \$50,000? We can do that! Would you like to mail to homes within a 5 miles radius of your business? We can do that too! There are numerous possibilities when creating a mail list and we have numerous tools to accommodate your various needs. Give us a call and let us build a targeted list for you!

Q: How should I format my mail list?

Proper formatting of your mail list is key in minimizing costs and shortening lead times. The most common formats are an Excel file (.xlsx or .xls), Comma Separated Values (.csv) or Text Tab Delimited (.txt). Please be aware that Word documents (.doc) are not compatible with our automated mail systems.

The other important factor in generating a quality mail list is the creation of fields in your file. At a minimum your file should contain: First Name field, Last Name field, Address field, City field, State field, and Zip Code field. You may also use a second Address Field, Company field, Prefix (Dr./Mr./Mrs. or similar), or Suffix (MD/Ph.D or similar).