



Direct Mail Segment Data File Specification

The customer provided segment data file is the most important information provided by the customer. Errors in this file are the leading source of delays and performance problems in an ongoing campaign.

Segment data files **must** conform to this format to ensure a successful campaign.

Segment Data File Format:

- 1) file format to be a text/**csv file** (Microsoft Excel can produce this file)
- 2) the file **MUST** contain a header line of the format: Last Name, Address 1, Address 2 or Apt, Zip Code (5 digits, must preserve leading zeros)

Example (shown in Excel):

	A	B	C	D
1	Last Name	Address 1	Address 2	Zip
2	Munster	1313 Mockingbird Lane	Apt 303	08831
3	Simpson	742 Evergreen Terrace	Unit B	62701
4	Flintstone	342 Gravelpit Terrace		85755
5	Clampett	518 Crestview Drive		90210
6				

Note that we intentionally omitted columns for city and state, as the information is redundant when combined with zip codes. **DO NOT** insert city and state data into the Address 2 column.

*If you wish to include a unique customer ID or customer number in column A, this will aid in any match back analysis that is performed on your campaign results.



	A	B	C	D	E
1	Unique ID	Last Name	Address 1	Address 2	Zip
2		1 Munster	1313 Mockin Apt 303		08831
3		2 Simpson	742 Evergree Unit B		62701
4		3 Flintstone	342 Gravelpit Terrace		85755
5		4 Clampett	518 Crestview Drive		90210
6					

Again, Microsoft Excel easily produces the file we need to run your campaign. If you are using software other than Excel, and you are unable to produce a segment file of this type, we encourage you to contact the IT support group within your organization. We can work with your IT staff to assist in producing this file.

Display Advertisement Specification

Creative should be sized in accordance with the ad dimensions listed below. We recommend that clients generate at least one creative in each size to maximize available placements.

All creative sizes need to be less than 40 KB. JPG, GIF, and PNG files are all supported. Please send one ad in each of the sizes below.

- 300x250
- 120x600
- 468x60
- 300x50
- 640x100

Note that each advertisement must contain at least one of the following to pass audit with sufficient brand recognition.

- Distinct Brand Name
- Clearly Identifiable Logo
- Landing Page URL/Website