



## INK JET – FILE FORMAT FOR ADDRESSES AND DELIVERY TO PRINT

We recommend .txt files be used as a file format for addresses. The file is either fixed or contains unit separators, with, for example, a semi-colon (;) being used as a unit separator for records/fields. The information for one subscriber should be in one row.

Example of fixed file list:

- field 1 used by publisher, i.e. customer or member number
- field 2 name
- field 3 name 2
- field 4 street address
- field 5 postal code
- field 6 city
- field 7 country code
- field 8 number of items

All other fields, i.e. email address and phone numbers, should be removed from the file; only the information, which the customer wants printed in the publication, should be included.

If the customer wants regional inserts, the files should be sent to us already separated (1 file/region).

International subscribers have their own file, or there should be a separate “country” field for international subscribers, so they can be taken separately from the main file.

If there are subscribers in the file who receive more than one publication, the address should either already be copied in the file or the number of publications going to the recipient should have its own field. Large numbers can be mailed in bundles (the thickness of the product is the determining factor – in some cases, a bundle can contain five publications, for thinner publications, there must be more). Tags for the bundles are printed out and used as address labels.

If the file has subscribers who do not have a complete postal code, the system will automatically discard them and they will not receive their publication.

If there are no regional inserts, domestic subscribers are sent in one file. If the addresses are not delivered alphabetized, we are able to alphabetize them.

Our address handlers do not make corrections to the addresses; rather, they process the file as it is delivered to us. We are not responsible for the correct spelling of the addresses or for street abbreviations; the address list must adhere to Itella’s guidelines.

Pricelist:

File handling cost €68/file

Individual file processing €68/hour