

**B&C MAILING PTY LIMITED**

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Dear Customer

Important information regarding format of databases.

Australia Post is implementing continual changes to the way mail is handled at its bulk mail facilities. As a result **B&C** must the way client databases are received and dealt with. As from January 2002 databases should be also implement changes in provided to B&C in one of the following formats:

- **Microsoft excel, with field names in 1st line. One field per column. SUBURB, STATE AND POSTCODE must be in separate columns.** (Do not include non-essential information such as phone, fax, etc as this confuses things.)
- **ASCII comma separated (delimited) or CSV with field names in 1st line. SUBURB, STATE AND POSTCODE must be in separate fields.** (Do not include non-essential information such as phone, fax, etc)
e.g.: "AAAA" , "38 Martin Place" , "SYDNEY" , "NSW" , "2000"
- **ASCII tab separated (delimited) with field names in 1st line. SUBURB, STATE AND POSTCODE must be in separate fields.** (Do not include non-essential information such as phone, fax, etc)
e.g.:AAAA<TAB>38 Martin Place<TAB>SYDNEY<TAB>NSW<TAB>2000

NB Most program packages can export to these formats. Just refer to your program manuals under "exporting data" to find out how.

Regarding "Cleanliness" of data.

For you, **the most important issue with any mailing is to ensure that all items arrive at their destination.**
REMEMBER, you still have to pay for the delivery of any item even if it is returned to you, marked as "undeliverable".

Here are a few key points to ensure clean data:

1. **Supply instructions and a sample** on how you expect to see the address printed.
 2. SUBURBS, STATE AND POSTCODE MUST have their own fields and **NOT be joined**. Supplied in UPPERCASE.
 3. Do not include non-essential information such as phone, fax, etc, except where it is to be used in the addressing..
 4. Each address must be on a single line (or row for excel) and not exceed 250 characters per field.
 5. Each address line must be terminated by a 'Carriage Return and a line feed' character in CSV files.
 6. There should be no control characters in the address line.
 7. Two sets of quotation marks in any field are **NOT** acceptable e.g.; " " SYDNEY" " , " "NSW" " , " " 2000" " . The quotation mark (") character should only be used as a string separator.
 8. Multiple files that are required to be combined, must have the same field names and columns.
 9. Redundant spaces may cause problems, e.g.; " 38 Martin Place " , " SYDNEY " , " NSW " , " 2000"
 10. If overseas addressees are present, the country code **must be on a separate field** to the Australia post code field.
 11. DX box numbers do not have post codes.
 12. The field name " ID" must not be used.
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- Please note that if databases are not supplied to B&C correctly it will be necessary for us to **"fix"** the data. This fix is in many cases a very complex process and it is necessary for B&C to charge a fee of **\$25.00** per data file plus **\$150.00** per hour for this fix.

B&C are unable to commit to a mailing deadline until database problems have been resolved.

Thank you
B&C Mailing Pty Ltd