HOW SHOULD I SUBMIT MY LIST?

Lists should be submitted as a csv whenever possible. Please note that csv's do not support formatting, hidden rows, multiple sheets or formulas.

First, **Last**, Company, **Address**, Address 2, **City**, **State**, **Zip** should all be separate fields for proper data processing. The fields in red are mandatory.

Please ask for a sample file for an example.

International addresses should be provided in a separate file, with a Country field denoted.

First, **Last**, Company, **Address**, Address 2, **City or Town**, **Postal Code**, **Country**

HOW DO I KNOW WHAT MAIL CLASS TO CHOOSE?

Mailing class can be chosen based on a number of criteria. Based on which mailing class you choose, an indicia or stamp may be printed or affixed to your mail piece.

First, determine when you want your piece to arrive in mailboxes. From there, you can determine if your piece physically qualifies for the speed you like, and what your budget would be for mailing.

Refer to the list below for a quick reference:
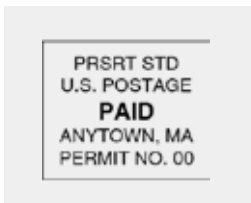
Presorted Marketing Mail (permit imprint): Minimum 200 pieces. Delivers in an estimated 5-7 USPS business days (local) and 2-3 weeks nationwide. Usually the most cost effective option.

Presorted First Class (permit imprint): Minimum 500 pieces. Delivers in 1-3 USPS business days.

Precanceled Stamps (stamps): Some mailers believe that envelopes with stamps get noticed and opened before other pieces of mail. You can use that to your advantage by using precanceled stamps to send your promotional messages. Minimum 500 pieces. Delivers in 1-3 USPS business days. Please note: precanceled stamps must be ordered in advanced and can take up to a week to purchase.

First Class (stamps): No minimum. Delivers in 1-3 USPS business days.

Non Profit (permit imprint): Minimum 200 pieces. Delivers in an estimated 5-7 USPS business days (local) and 2-3 weeks nationwide. This is the most cost effective option if you have a USPS non-profit authorization number.

WHAT HAPPENS TO MY DATA BEFORE MY PIECE IS MAILED?

SunDance adheres to the data integrity standards as required by the USPS. We run each list through CASS Certification, National Change of Address (NCOA^Link) and Deduping.

**CASS Certification**: CASS-certified address validation will standardize your mailing list, update outdated addresses, and verify that addresses are valid and complete.

NCOA^Link: Once addresses are corrected with CASS, each customer record is matched against the USPS 48-month NCOA^Link database containing the most recent 160 million moves. When a match is made, there will be an update to the address file with the most current address information.

Deceased Suppression: The Social Security Death Index (SSDI) is a database of people whose deaths were reported to the Social Security Administration (SSA). Our software will look at the SSDI database to remove any matching names from the list.

Deduping: A standard deduping mechanism is applied to your list to ensure multiple pieces do not get mailed to the same recipient. See the next question for more information.

HOW TO CHOOSE DEDUPING:
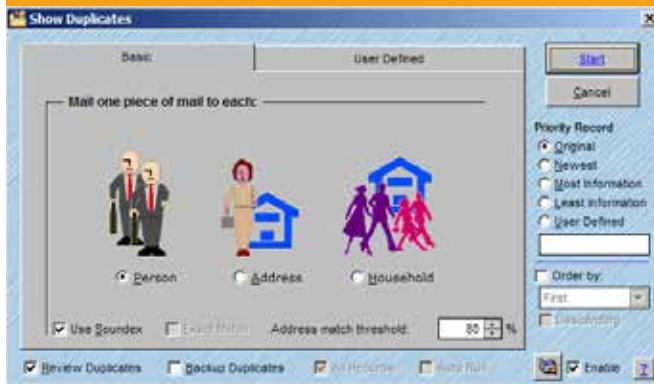
Deduplication (deduping) is a mechanism to ensure your pieces reach the intended parties only once. We can reduce the amount of wasted mailers with this process. There are three types of deduping methods you can choose from, depending on what your needs are.

By household: This method ensures one piece goes to a household, regardless of the First and Last name listed. For example, your list contains these addresses:

 Barry Allen, 51 Flash Drive, Central City, PA 01543

 Iris West, 51 Flash Drive, Central City, PA 01543

Deduping by Household only would remove "Iris West" from the list, and one mailer would be mailed to:

 Barry Allen, 51 Flash Drive, Central City, PA 01543

By name: This method ensures someone with the same first and last name only receives one mailer. If they exist in the list with different addresses, the first one in the list is chosen.

For example:

 Barry Allen, 51 Flash Drive, Central City, PA 01543

 Barry Allen, 660 Reverse Flash Drive, Central City, PA 01543

The only mailer would go to:

 Barry Allen, 51 Flash Drive, Central City, PA 01543

By household and name:
Deduping by this method removes duplicate names AND addresses, providing removal of records that are EXACT duplicates.

 Barry Allen, 51 Flash Drive, Central City, PA 01543

 Barry Allen, 51 Flash Drive, Central City, PA 01543

 Iris West, 51 Flash Drive, Central City, PA 01543

 Barry Allen, 660 Reverse Flash Drive, Central City, PA 01543

These get mailed:

 Barry Allen, 51 Flash Drive, Central City, PA 01543

 Iris West, 51 Flash Drive, Central City, PA 01543

 Barry Allen, 660 Reverse Flash Drive, Central City, PA 01543

SUNDANCE DEFAULT: If there is no deduping method specified, SunDance will default to deduping "By Household and name".

WHAT HAPPENS TO THE BAD RECORDS?

You have the option to have the post office try to mail the bad records in a list. We call this a "100% mailing". In this case, every record is printed and the post office tries to deliver the pieces, even though we have flagged the record as incorrect. This could potentially waste mailers. If a 100% mailing is requested, First Class mail will be returned to sender if USPS fails to deliver and Marketing mail gets discarded and not returned.

A more efficient way of mailing is to remove the bad records altogether. Since it's already referencing the USPS database, we can be somewhat confident that if the record is flagged as bad, it likely cannot be delivered. Removing the record from the mailing is the best route.

Please note: If you'd like the opportunity to correct any bad records, send a new list and reprocess the mailing, there will be an additional charge to process the mailing list again.

> SUNDANCE DEFAULT: The bad records are removed from the list, unless "100% mailing" is specified.

WHAT DO YOU WANT BACK AND WHEN DO YOU NEED IT?

There are a few scenarios where receiving the list of the bad records, duplicates and a final mail list might be beneficial to your organization.

- Maintaining a subscription list and need to correct the names
- Maintaining a database of contacts

In these cases, including a customer ID field would help you easily update addresses.

> SUNDANCE DEFAULT: As a default, we do not provide these lists unless requested.

WHAT HAPPENS TO INTERNATIONAL ADDRESSES?

International addresses are typically mailed separately from USPS domestic mail using a meter imprint. Please specify if you'd like to have international addresses mailed.

> SUNDANCE DEFAULT: As a default, we will not mail international names unless specified.

FORM REQUEST

To facilitate expediency with processing mail, please refer to the form below to ensure you're specifying the options on you'd like your list to be handled. Please fill out this form, save as a new PDF and email it to your sales rep or account manager.

Desired Mailing Date: _____

OR

In-Home Date: _____

Mailing Class:

☐ Presort First Class   ☐ Presort Marketing Mail (Standard Bulk)

☐ Non-Profit Standard ☐ First Class (no discount)   ☐ EDDM

Imprint Type:

☐ Metered   ☐ Precanceled Stamps   ☐ Permit Imprint   ☐ First Class Stamps

Number of Lists:

Returnables:

☐ Final Clean List   ☐ Dedupes/bad addresses

Include International?

☐ Yes   ☐ No

Notes: _____

_____

_____

_____

_____