FOX

Formatting data for FOX

An increasingly important, and sometimes overlooked part of the production process is the need to ensure your data is supplied or formatted correctly.

The key to ensuring mailings are delivered efficiently, is checking that the mailing data is supplied in the correct format. On the right is some essential information to help avoid any problems occurring during this process.

	A	B	C	D	E	F	G	H	I	J
1	Reference Number	Title	First Name	Surname	Company Name	Address Line 1	Address Line 2	Address Line 3	Address Line 4	Postcode
2										
3										
4										
5										
6										
7										

Column Table

The address columns are fairly flexible and any information can be inserted in to these. If there is a post code this should appear in a column on its own. If the address is overseas then the country should appear in a separate column. If there are more than 8 lines in the address then some fields may need concatenating to stay within the constraints of the file format.

Each component of the name (Title, Initials, Surname, and Qualifications) should be supplied in individual fields. Postal town, country and postcode, must also each appear in a field on their own.

If these criteria are not met then it will have an impact on the data sortation resulting in a greater number of unsorted addresses and potentially increased postage costs.

Data files should be sent in ASCII tab delimited (.txt), ASCII comma separated values (Comma Separated Values .csv), or Excel format (.xls).

Please send your data using this layout unless previously arranged with ourselves. You should always send all data files for a job in the same layout and not mix layouts or file types. If you arrange for data to be sent to us from one or more external sources then it is your responsibility to ensure that the data is supplied in the same format.

Unfortunately extra charges may be incurred if data deviates from this layout; if we are required to carry out any reformatting of data files to make them match the master file then an extra charge will be incurred & may delay the mailing.

It would be helpful if a print order or print run figure showing the quantity expected to post is included with the mailing data. This will enable us to make the necessary comparison and contact you should any anomalies occur.