



STATE OF WISCONSIN

DEPARTMENT OF ADMINISTRATION

Tony Evers, Governor
Kathy Blumenfeld, Secretary
Trina Zanow, Division Administrator

The Bureau of Publishing and Distribution requests the following address file format guide to help us better serve you and provide you with the best possible rates.

1. Include only those fields which are desired in the final output or necessary to be returned to you for your purposes. Include a template indicating where the data fields should populate on the document for all printed material.
2. Microsoft Excel files or delimited text files are preferred formats for address list files.
 - I. Please ensure when using a delimiter in a text file that the delimiter does not appear within any fields (i.e. business, address, or name)
 - II. Please refrain from using punctuation in any data field, regardless of format. If punctuation is unavoidable, use quotation marks as text qualifiers (i.e. "Madison, WI 53704") when punctuation is present in text data files.
3. Please submit one address file per job (one worksheet in the case of Excel files).
 - I. In cases with multiple mailing styles or components, submitting multiple files or worksheets is acceptable. When possible, keep field header names consistent across all files and addressing templates.
4. Include headers for all data fields for ease of identification. Standard header types are featured in the table below:

Name Fields				Address fields		Postal Fields		
Full Name				Address		City	State	Zip
First Name		Last Name		Address 1	Address 2	City_State_Zip		
First Name	Middle Name	Last Name						

***Note:** Additional fields such as business, customer, ID number, license number, etc. are also acceptable if the fields are formatted consistently. If multiple name or address fields exist in your file(s), please specify which will be used for Move updates and NCOA Link.

File Processing Procedures (Please note at time of submission if different handling is desired)

1. NCOALink & Move Update - Run address lists against the USPS database for move updates, mail to most recent address, and remove addresses with no forwarding address. Results are returned to customer.
2. Duplicate removal – Removes duplicate addresses based on Name and Address (or other specified parameters). Results are returned to customer.
3. Delivery Point Validation – Addresses deemed vacant by the USPS (unoccupied for more than 90 days) will be removed from the mailing. Results are returned to customer.
4. Incomplete Address removal – Addresses that are missing a portion of the address (i.e. zip code, address line, city or state) and deemed undeliverable will be removed from the mailing. Results are returned to customer.