



**R&M MAIL LIST REQUIREMENTS**

Jetstream labels can have only 5 lines of data.

Paper labels can have only 4 lines of data.

**Example:**

Name  
Company  
Secondary Address  
Primary Address  
City ST ZIP

**Example:**

Name  
Company  
Address  
City ST ZIP

The rest of the label is reserved for U.S. Post Office Required Markings.

Each field must be no more than 35 characters. Spaces and punctuation are characters. The USPS prefers NO punctuation. **RECORDS SHOULD HAVE NO MORE THAN 20 FIELDS.**

**Acceptable format:** IBM compatible ASCII files emailed to [mailroom@rmgraphics.com](mailto:mailroom@rmgraphics.com), CDs, or DVDs. We still can accept Standard 3.5" diskettes or 100 MB IOMEGA ZIP disks.

**File formats accepted are:**

- Comma Delimited/Carriage Return (CR) at the end of each record
- Tab Delimited/Carriage Return (CR) at the end of each record
- DB files/Carriage Return (CR) at the end of each record
- Excel files

All files must include a header label or be accompanied by a record layout showing the placement of the data within each record AND the name of the file(s) to be loaded.

**ALL FILES SHOULD BE CONSISTENT FROM ISSUE TO ISSUE**

Mail files must be submitted in the same format, structure and from issue to issue. Any deviation will result in a new setup being required and an additional setup charge being assessed to accommodate changes from the previous structure and form.

Data must remain consistent from record to record. **NO MORE THAN 20 FIELDS.**

The same data in the same field every time.

Example: "Name", "Company", "Secondary Address", "Primary Address", "City", "ST", "ZIP"

If a field within the record is empty it must be set apart by the delimiter.

Example: (No Secondary Address)

"Name", "Company", "", "Primary Address", "City", "ST", "ZIP"

If your file contains other data than necessary for mailing you must include a copy of what you expect the label to look like. (A reminder: no line may have more than 35 characters.)

Large files should be compressed, especially when e-mailing.

If you have any questions regarding how to submit your mail data please contact: **Cyndi Termath**, Mailing Coordinator, 310-984-3429 or 310-816-0333 x 139, [mailroom@rmgraphics.com](mailto:mailroom@rmgraphics.com)