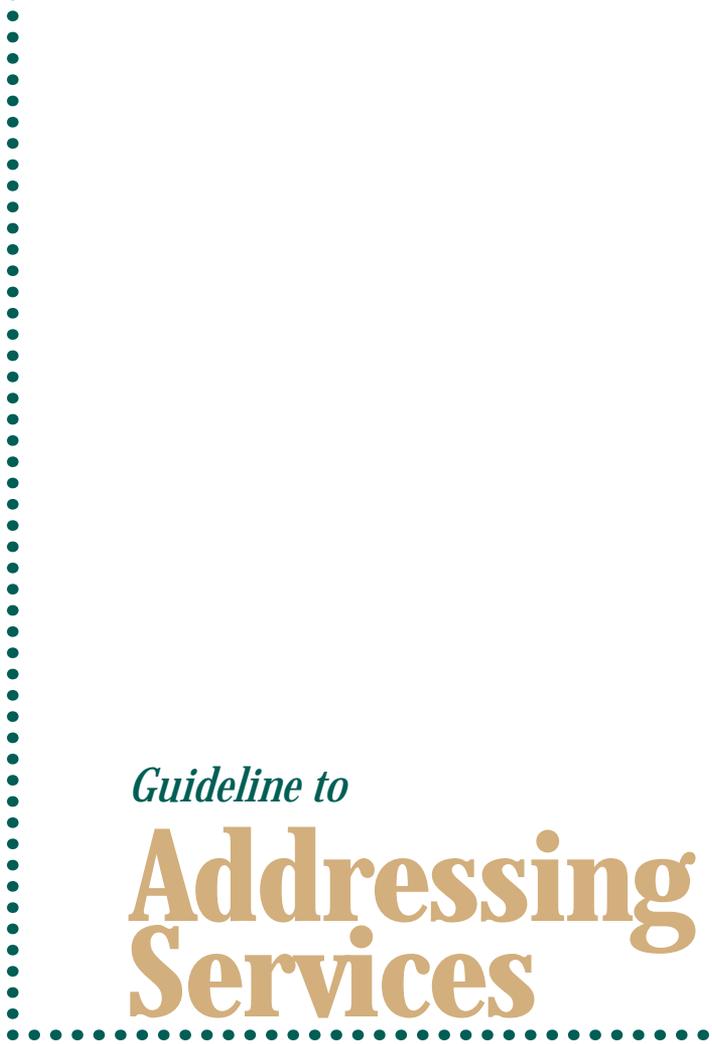




California
Office of
State Printing



Guideline to

Addressing Services

Crafting Innovative Communications for Our Customers

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California
Office of
State Printing

Addressing Services Unit
344 North 7th Street
Sacramento, CA 95814
(916) 445-5385 (6:30 - 3:00 p.m.)
(916) 322-2497 FAX

www.osp.ca.gov

ADDRESSING SERVICES UNIT

The Office of State Printing (OSP) offers addressing services to all state agencies and offices. We specialize in creating, maintaining, and updating address lists. From your address list we can produce high quality labels (pressure sensitive and Cheshire), envelopes, and cards. Combined with our Mail Merge Services, we can merge each address with other information into form letters, lists, invoices, or custom mailing labels.

Have a document to reproduce or publish? We work closely with OSP Reprographics and Mass Mail Services to print your addresses directly onto your material with our high quality printers. *Now that is one-stop shopping!*

The Addressing Services Unit has the knowledge and expertise on current United States Postal Service (USPS) addressing requirements. We also offer the newly required [Coding Accuracy Support System \(CASS\)](#) certification for address verification and bar-coding for postal requirements and discounts.

By using our services you can eliminate the need for special equipment and software and reduce the resources needed to maintain and update your address lists. You will also save on material and postage! By consolidating your addressing needs with OSP's Addressing Services you can save time, resources and money.

To use our Addressing Services, or if you have any questions, contact our representatives listed below:

General Information

Addressing Services (916) 445-5385
FAX (916) 322-2497

New List Development, Electronic Data Transfer, FTP, and E-Mail

Denise Brown (916) 322-1013
Alicia Vines (916) 445-2546

Address List Guidelines

To comply with the USPS universal format for maintaining and creating addressing media, you should take the following into consideration when developing or sending an address file. You must incorporate these standards if you wish to improve service, deliverability, and receive [postal discounts](#). If you are unable to do so, we will format your address list to comply with the required standards for an additional fee.

For further information refer to:

- *USPS Postal Addressing Standards – Publication 28*

Data Integrity

Please recognize that it is the *client's responsibility* to provide legible and complete addresses. Unless otherwise specified, we will run our Coding Accuracy Support System (CASS) certified software on your address file. This software will correct your addresses through address verification and apply the ZIP+4 ZIP codes. We will also produce the CASS certification report required by the Post Office to ensure that you receive your postage discounts. Uncertifiable addresses will not receive the postal discount rate.

Database Format

You may use fields or field names you require in your file or database for your internal use, however, your file or database will be *converted* into the required database format. The only fields used are those fields necessary to deliver your mail piece (e.g., no telephone numbers). Special codes are sometimes required to be printed on your mailpiece. In these cases, the code will be converted to appear on the first line of your address unless otherwise specified. Our programmers can develop custom labels per your specifications. Reference our database format as described in the following table:

Address Line	Field Name	Field Type	Field Length ⁴
LINE 1	FIRSTNAME ¹	CHARACTER	15
LINE 1	LASTNAME	CHARACTER	24
LINE 2	TITLE1	CHARACTER	40
LINE 3	TITLE2	CHARACTER	40
LINE 4	TITLE3	CHARACTER	40
LINE 5	ADDRESS ^{2, 3}	CHARACTER	40
LINE 6	CITY ³	CHARACTER	26
LINE 6	STATE ³	CHARACTER	2
LINE 6	ZIPCODE ³	CHARACTER	10 (e.g., 99999-9999)

¹ Include title with first name in FIRSTNAME field (e.g., MS DONNA or MR JOHN).

² Delivery Point Address.

³ Directly affects postal distribution.

⁴ Any fields longer than the field lengths indicated will be *truncated* (e.g., if the LASTNAME field entry is 30 characters it will be shortened to the first 24 characters).

Addressing Format Standards ---

Preferred Format

Address Line 1	MS MILDRED DOE
Address Line 2	PROFESSIONAL ENGINEER
Address Line 3	BIG BUSINESS INCORPORATED
Address Line 4	12 E BUSINESS LN STE 209
Address Line 5	KRYTON TN 38188-0002

Optional

Address Line 1	MS MILDRED DOE
Address Line 2	PROFESSIONAL ENGINEER
Address Line 3	BIG BUSINESS INCORPORATED
Address Line 4	STE 209
Address Line 5	12 E BUSINESS LN
Address Line 6	KRYTON TN 38188-0002

Additional Formatting Preferences

International

Address Line 1	MS HELEN SAUNDERS
Address Line 2	1010 CLEAR STREET
Address Line 3	OTTAWA ON KIA OB1
Address Line 4	CANADA

IMS Codes

Address Line 1	MS HELEN SAUNDERS
Address Line 2	OFFICE OF STATE PRINTING
Address Line 3	344 NORTH 7TH STREET
Address Line 4	SACRAMENTO CA P-6

- Use all **CAPITAL** letters.
- Each address has a **minimum of two (2) lines** and a **maximum of six (6) lines**.
- Each address line has a **maximum of forty (40) characters** (see database field length). Abbreviate using postal business word abbreviations.
- **No commas**.
- **No special characters** *, . () “ ” : ; ’ @ & etc.
- Hyphens “-” only in ZIP plus 4 codes (99999-9999).
- Must have at least **one (1) blank line** between each record.
- Must have **one (1) space** between city and state.
- Must have **two (2) spaces** between state and ZIP code.
- The **second to the last line** must hold the **delivery point address**. Use either a street address or a P.O. Box (not both).
- The **last line** must hold the **city/state/ZIP code** information.
- The State of California OSP Interagency Mail Service codes (**IMS codes**) should be placed in the ZIP code field. **Do not** use IMS codes and ZIP codes together. (Reference the OSP Interagency Mail Service pamphlet for proper formatting.)

Compatible File Formats

Addressing Services database will accept various file formats. Word processing and spreadsheet files will automatically be saved as TEXT/ASCII; however, most applications allow various file saving formats. Listed below are the preferred file saving formats based on the most frequently used software applications. If you need assistance with saving your file(s) call the representatives listed on page 1 of this guideline.

APPLICATION	FILE – SAVE AS
DATABASES (Foxpro, Access, dBase, Paradox, etc.)	.dbf (Foxpro 2.5 preferably)
FILEMAKER PRO	.dbf
MICROSOFT WORD	.txt (Text Only)
WORD PERFECT 5.x	WordPerfect 5.0 Secondary File (If Mail Merge)
WORDPERFECT 6.x	ASCII (DOS) Delimited Text
EXCEL	.dbf (dBase III)
MAINFRAME	ASCII (one line fixed length (SDF) – 240 characters format)

Sending Your Addressing File

Send your addressing list, in one of the formats described below, with a completed [Form STD 67, Printing/Support Service Order](#) to our Addressing Services Unit or include it in your Mass Mail or Reprographic order to:

OFFICE OF STATE PRINTING
ADDRESSING SERVICES
344 NORTH 7TH STREET
SACRAMENTO CA 95814

Hard Copy

Send us your legible accurate hard copy document to be entered and maintained in our database. If you prepare your list, reference the [Addressing Format Standards](#), pages 4–6.

Computer Disk

Save your address list based on the [Addressing Format Standards](#), pages 4–6, on a 3½" or 5¼" diskette or CD-ROM. If using Macintosh, format your disk for PC use. Almost all files can be saved as TEXT/ASCII (usually this is the original format). Reference [Compatible File Formats](#), page 6, for additional file saving formats. Call for information regarding files not compliant with the database format.

Send your disk in an Addressing Computer Disk Envelope. Complete the required information on the envelope as appropriate and forward with your disk enclosed. If envelopes are needed, please call our Addressing Services Unit at (916) 445-5385.

Tape/Disk Media

Format your address file based on the [Addressing Format Standards](#), pages 4–6. The following types of tape/disk media are acceptable:

- 250 and 350 Colorado Tapes
- Syquest 88, 44
- DAT Tapes
- Optical Drives
- Magnetic Tape: Record format — fixed block
Recording density — 1,600 BPI low and high density
Block Size — 4,000 or less
File Sequence — ascending ZIP code order

FTP File Transfer

Prepare your file based on the [Addressing Format Standards](#), pages 4–6. Once your file is complete, you must fax* us your [Form STD 67, Printing/Support Service Order](#). Then FTP your addressing file to the [Upload Directory](#) on our Webserver:

<ftp.osp.ca.gov>

* In the future faxing this form will be replaced by form automation.

E-Mail

Prepare your file based on the [Addressing Format Standards](#), pages 4–6. To maintain storage space on our file server, the maximum file size you may E-mail is one (1) to three (3) megabytes. If your file meets these specifications you must fax* us a copy of your [Form STD 67, Printing/Support Service Order](#). Then E-mail your job order message with your addressing file as an [attachment](#) to:

osp-address@osp.ca.gov

Include the following in your E-mail message:

Job Number
Signature Authorizing Expenditure Or Person Issuing Order
Agency Name
File Name(s)
Number Of Records Per File
Date Needed

* In the future faxing this form will be replaced by form automation.



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