

NEABA DIRECT MAIL PROGRAM

If you want to reach your customers with direct mail, but don't have the workforce to do it yourself, or don't have the time, let the Nebraska Agri-Business Association handle your mailing needs:

PACKAGE #1:

- Select from Association Mailing Lists In:
 - Nebraska (Approx 600)
 - Kansas (Approx 800)
 - Iowa (Approx 850)
 - South Dakota (Approx 400)
 - Southwest Corner of Minnesota (Approx 100)
 - Northwest Corner of Missouri (Approx 400)
- Supply the Association with envelopes and up to 2 insertions
- Additional insertions at \$.05 per piece
- Automation mailing rates for postage applied (ranging from \$.19 to \$.219 each)



PACKAGE #1 PRICE:

LABELS @ \$.02 EACH MAILING AT \$.125 PER ENVELOPE PLUS POSTAGE

PACKAGE #2:

- Supply your Mailing List in ASCII Comma Delimited Format on Diskette:
 - Association Office will CASS Certify your list (add zip+4 zip codes & verify for valid addresses)
- Supply the Association with envelopes and up to 2 insertions
- Additional insertions at \$.05 per piece
- Automation mailing rates for postage applied (ranging from \$.19 to \$.219 each)

PACKAGE #2 PRICE:

CASS CERTIFICATION @ \$.10 PER ADDRESS CASS SET UP FEE (\$25 - \$50)
 LABELS @ \$.02 EA MAILING AT \$.125 PER ENVELOPE PLUS POSTAGE
(Printing or Copying of insertion pieces for your mailing can be quoted)

" I WOULD LIKE A QUOTE ON PACKAGE #1 FOR THE FOLLOWING MAILING LIST(S):

" Nebraska " Kansas " Iowa " South Dakota " Minnesota " Missouri

I WILL HAVE _____ INSERTIONS IN THE MAILING.

" I WOULD LIKE A QUOTE ON PACKAGE #2. ENCLOSED IS MY MAILING LIST(S) IN ASCII COMMA DELIMITED FORMAT. I WILL HAVE _____ INSERTIONS IN THE MAILING.

(Instructions for preparing your mailing list on back)

NAME: _____ TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ FAX: _____

RETURN TO:

NEBRASKA AGRIBUSINESS ASSOCIATION, INC.

1335 H ST., SUITE 100

LINCOLN, NE 68508-3784

PHONE: (402) 476-1528 • FAX: (402) 476-1259 • E-mail: info@na-ba.com



INTRODUCTION

If you maintain your address list on a computer, Nebraska Agri-Business Association may be able to clean up your address list and add valuable ZIP+4 and Carrier Route information. This service is called CASS Certification and will add missing address directionals and suffixes, correct minor misspellings, and add the ZIP+4 and Carrier Route information.

The additional digits in ZIP+4 permit more efficient use of automated letter scanning and sorting equipment. Proper addressing guidelines must be followed in order for an address to be "read" by this advanced technology.

Example:

An address such as:

Mr. & Mrs. John A. Sample
Apartment 230
5505 Sunset
Hollywood, California 90082

Would become:

MR & MRS JOHN A SAMPLE
5505 W SUNSET BLVD APT 230
HOLLYWOOD CA 90028-8521

With the proper address format, ZIP+4 and Carrier Route information in your addresses you will benefit from more accurate delivery, increased efficiency and savings with postage discounts.

UNDERSTANDING ASCII

American Standard Code for Information Interchange (ASCII) is a format for the storage of data in characters and numbers also known as "text file" format. These files commonly end with extension of .TXT, .DOC, or .ASC.

Common characteristics of an acceptable comma delimited format are:

1. All fields are separated by ",".
2. All records are followed by a carriage return and line feed.
4. There is no extraneous data between fields of data.

Example of a comma delimited ASCII file:

"JOHN","SMITH","AAA COMPANY","1000 N MAIN ST","LINCOLN","NE","68508"

In this example, each field is separated by "," and the record has a carriage return and line feed (or hard return) at the end. Notice that the fields could be labeled: first name, last name, company, address, city, state, and zip code.

PREPARING YOUR LIST

First, make sure you have a blank, preformatted diskette on which to export your data. Nebraska Agri-Business Association can accept both 3½" or 5¼" diskettes. Place it in your disk drive. Before you can export the file it must be separated into its elements as the example above. If you are maintaining your list in a database program it should already be separated. If you have your mailing list in a word processing program, such as WordPerfect, you will need to make sure you have the elements separated into a secondary merge file. Most programs provide you with utilities, tools or a "save as" feature. Select Save File As Type: ASCII (DOS) Delimited Text (*.*) or Export as ASCII (DOS) Delimited Text (*.*). Save your file onto the diskette in your A: or B: drive following the instructions for your particular program for "Save As" or "Exporting."

Supply Nebraska Agri-Business Association with the following information about your file:

FILE NAME: _____

FIELDS & THE ORDER OF THE FIELDS: _____

NUMBER OF RECORDS IN THE FILE: _____

(for information on exporting files in other formats, please contact the Association Office)