

Technical Newsletter, August 2010

Pacific Micromarketing Online Version 1.2: Return Mail Tracking

100 % DELIVERABILITY

If undelivered please return to:
40 Isabella St
MOORABBIN VIC 3189



Mr P Green
3 Agg St
NEWPORT VIC 3015

Pacific Micromarketing Online now brings you '100% Full Circle Payback'! plus recovery of RTS Wastage. Pacific Micromarketing will process your returned mail and credit your Pacific Micromarketing account with \$1 for each item received. So, whether it's one piece or 500, we'll process your return mail, and credit the return to your Pacific Micromarketing Online account. That means more money to spend on your next list order!

Note: This offer only applies to names and addresses sourced from Pacific Micromarketing Online orders.

How?

It's simple! Pacific Micromarketing will:

- Append to your data a code, which when printed on your mail piece will be represented as a barcode; and
- We'll give you a return mail address to our mail warehouse that will process any returns.



ARE YOU USING A MAIL HOUSE?

Pacific Micromarketing will provide you with a code for each record that your mail house can then apply as a barcode. This code is 67 characters long and is printed by the mail house using a bar code called **4state.tff**.

The 67 character code, barcode, and address provided by Pacific Micromarketing is approved by the [Address Matching Approval System \(AMAS\)](#). This means your mail house can place the data provided by Pacific Micromarketing directly into their printing process and produce the example letter above.

This also means you will be entitled to the AMAS mass mail discount when you use data provided by Pacific Micromarketing.

How?

- Provide your mail house with the file you have purchased from Pacific Micromarketing; and
- the attached detailed instructions – **Instructions**



ARE YOU SENDING THE MAIL YOURSELF?

When you apply the data provided by Pacific Micromarketing to your mail merge, follow these instructions:

Return to Sender Address

Print the below address on your envelopes, or on a label, and append it to the top left corner of the envelope.

If undelivered please return to:
40 Isabella St
MOORABBIN VIC 3189

Barcode and Address

In order to print the barcode and the address on your letters, or envelope, you must first download and install the barcode font (please note, this is a onetime action).

- Download the barcode font - **4state.ttf**
- Install the barcode font on your computer
 - Click **Start**, and then click **Run**.
 - Type the following command, and then click **OK**:
%windir%\fonts
 - On the **File** menu, click **Install New Font**.
 - In the **Drives** box, click the drive that contains the font that you want to add.
 - In the **Folders** box, click the folder that contains the font that you want to add, and then click **OK**.
 - Click **OK**.

Now create your mail merge document using the fields of data supplied:

- Create Barcode - Use field **Record_Key_BarCode** (67 characters long). You will see:
1320021012223002022101010000000102003000002121000001303212031321313
- Set the font of the field **Record_Key_BarCode** to 4state, you will see:
1320021012223002022101010000000102003000002121000001303212031321313
- Set the Name and address fields with the font of your choice:
 - T_1_1 - Title
 - GN_1_1 - Given name 1
 - GN_1_2 - Given name 2
 - SN_1_1 - Surname name
 - Ad1 - Address line 1
 - Suburb - Suburb
 - State - State
 - Postcode - Postcode

Now mail merge your document.

