

FOCUS Direct Incoming Data Specifications

January 20, 2001

FOCUS Direct's Data Processing Department offers quality, state-of-the-art equipment and professionals trained to achieve maximum results.

To ensure integrity of your data from original file to FOCUS format to your mail piece, we request you provide the following information along with the media containing your records.

I. Media Requirements. FOCUS Direct offers maximum flexibility in media accepted. Our preference is 1) FTP 2) Disk or 3) Email. With each transmission please include the quantity of records and a file layout.

A. FTP

Focus operates a fully qualified FTP site located at <ftp://ftp.focusdirect.com>

You may send files to our public directory by simply using an FTP application and pointing it to our FTP site, or through a command prompt.

Focus Direct maintains both anonymous access and secure access folders. If your organization requires a secure (password protected) FTP folder, please contact Kevin.Spivey@focusdirect.com <<mailto:Kevin.Spivey@focusdirect.com>> .

Our file size limitation for anonymous transfers is 10 megabytes, If you need to send a larger file, please email your request to kevin.spivey@focusdirect.com

Secure FTP directories are limited to 50 megabytes, with larger accommodations available upon request.

Please note that although Focus Direct, Inc. will do everything possible to protect the confidentiality of client data, we cannot guarantee the security of data transferred to our FTP site. If your data is of a highly sensitive nature, we recommend that you use certified mail, or a bonded and insured courier.

WWW

Focus maintains a World Wide Web site at <http://www.focusdirect.com/> information can be obtained at this site.

The following instructions are best suited to persons with experience using DOS and FTP. If you are not experienced, or have difficulty using these directions, we would suggest obtaining an FTP client program.

FTP Instructions for Windows 95/98/NT

Establish a connection to the Internet either through dial-up modem or ISDN/T1 etc.

Go to the START MENU, PROGRAMS, MS-DOS PROMPT.

Type **ftp focusdirect.com** then press enter. (Please note, there is a space between the first ftp and focusdirect.com)

(Anonymous users) When prompted type **anonymous** as your user ID.

(Anonymous users) When prompted, use your email address as your password.

(Secure users) When prompted, type your assigned login name.

(Secure users) When prompted, type your password. (remember, this is case sensitive)

You will receive a welcome message.

(All users) Type **CD PUB**, hit enter.

Anonymous users will only have access to the Anonymous folder. Secure users will only have access to the anonymous folder, and their assigned folder.

You can view the various directories using the **DIR** command.

You can change directories using the **CD** command (i.e. **CD Anonymous** to change to the Anonymous directory). To go back 1 directory, type **CD ..** (note the space between CD and ..) To return to the Root directory (the beginning), type **CD ** (again, note there is a space between CD and \).

If you are sending a file: Using **CD**, change to the directory you wish to place the file in. Now type in **PUT <local path> <filename>** (i.e. PUT C:\myfiles\mystuff.txt).

If you are getting a file: Type **GET <filename> <local path>\<local filename>** (i.e. GET myfile.txt C:\myfiles\myfile.txt).

If you need help with FTP commands, simply type a ? at the prompt.

After a successful transfer, please call or email your contact at Focus Direct with the name of the file that you transferred.

B. Diskettes (This works well for exceptionally larger files > 50meg)

1. 3.5 inch floppies
2. 100MB Zip disk (IBM format)
3. CD-ROM

C. Email (This works well for small files, be sure to use WinZip or PKZIP to compress your files)

1. Email; attach zipped/compressed (we can show you how to do this!) files that are 2 meg or less
2. Larger files must use another transmission method.

D. Magnetic Tapes

1. Nine track
1600 or 6250 BPI, ASCII or EBCDIC

2. Labeled or unlabeled.
On label, please show number of files on tape
3. 3480 / 3490 tape cartridge

II. Data Presentation. Data is best submitted in fixed field formats. Floating formats offer a greater potential for errors and slow processing time. Some general guidelines allow our technicians the best possible opportunity to understand and process your order.

A. **Names:** In separate fields, supply upper and lower case prefix, first name, middle name, last name, and suffix information. Place company names in a separate company field. Should you find it necessary to adapt the fields to your particular needs, please be consistent throughout the records. Our "Focus format" looks like this:

field name	length/type/start position/end position/example				
Pre_name	20	C	1	20	Mr.
First_name	20	C	21	40	John
Mid_name	20	C	41	60	Quincy
Last_name	20	C	61	80	Public
Post_name	10	C	81	90	Jr.
Name_line	40	C	91	130	Mr. John Quincy Public Jr.
Title	40	C	131	170	President
Firm	40	C	171	210	United States of America

B. **Streets:** In separate fields, supply upper and lower case secondary addresses (if needed) and primary addresses. Secondary addresses should contain secondary mailing information only (apartment numbers, buildings, floor, etc.) Primary addresses should contain the main postal location. Secondary and primary addresses should stay consistent and not shift from one field to another.

field name	length/type/start position/end position/example				
Line1 (Tertiary Address)	40	C	211	250	Room 3
Line2 (Secondary Address)	40	C	251	290	Apt 4H
Line3 (Primary Address)	40	C	291	330	100 Pennsylvania Ave

C. **City, State and Zip Code:** City, state, and zip codes should be in separate fields. The city field should be upper and lower case with no commas. The state field should be upper case and two (2) characters in length. The zip code field can be ten (10) characters in length and contain a hyphen when

Name_line	40	C	91	130	Mr. John Quincy Public Jr.
Title	40	C	131	170	President
Firm	40	C	171	210	United States of America
Line1 (Primary Address)	40	C	211	250	Room 3
Line2 (Secondary Address)	40	C	251	290	Apt 4H
Line3 (Primary Address)	40	C	291	330	100 Pennsylvania Ave
City	30	C	331	360	Washington
State	2	C	361	362	District of Columbia
Zip	5	C	363	367	12345
Hypn	1	C	368	368	-
Zip4	4	C	369	372	1234
DPBC	2	C	373	374	Used by/for Postal Qualification Software
Chk_Digit	1	C	375	375	Used by/for Postal Qualification Software
Cart	4	C	376	379	Used by/for Postal Qualification Software
Lot	4	C	380	383	Used by/for Postal Qualification Software
lot_order	1	C	384	384	Used by/for Postal Qualification Software
Error_code	4	C	385	388	Focus Fields
Foreign	1	C	389	389	Focus Fields
Pc_NO_ABS	10	C	390	399	Focus Fields
OPT_Endrs	25	C	400	424	Optional Endorsement Line
FileNo	2	C	425	426	Focus Fields
RecoNo	10	C	427	436	Focus Fields
Pkg_No_Rel	7	C	437	443	Focus Fields
Pkg_No_Abs	7	C	444	450	Focus Fields
Pkg_Level	4	C	451	454	Focus Fields
Pkg_Rate	3	C	455	457	Focus Fields
Pkg_Brk_L	1	C	458	458	Focus Fields
CNT_Brk_L	1	C	459	459	Focus Fields
Scheme_No	2	C	460	461	Focus Fields
Mail_Type	3	C	462	464	Focus Fields
PRT_Reg_BC	1	C	465	465	Focus Fields
Ent_PT_No	3	C	466	468	Focus Fields
Ent_Pt_Nam	31	C	469	499	Focus Fields
	4	C	500	503	
	5	C	504	508	
	5	C	509	513	

	24	C	514	533
Bar Code	16	C	538	553
	20	C	554	573
	10	C	574	583
	10	C	584	593
	10	C	594	603
EOR (CR/LF)	2	B	604	605

**Bar Code (zip/plus4/DPBC/Chkdigit)
Ex. (7821685071234)**

C = Character

B = Binary

IV. File Dump. This printout shows how the file layout positions match the data on your file (like the Focus layout above). All pertinent data relating to processing or mailing should be clearly defined on the media's file layout or file dump.

V. Title List. Some Clients have a code (01, 02, etc.) in their data that represents a title or suffix (01 = Mr, 02 = Mrs., etc...) Please provide us a matrix or index if you use these and what to use if the code is blank.

VI. Key Code List. Any specific code or number in your file you may want a count of.

VII. Pre-qualified Mail. If you are furnishing pre-qualified files, please provide pre-printed bag tags, a copy of the Form 3553 CASS certification, LOT document for carrier route and detailed manuscript.