

## F. C. Tucker Company

### Instructions for Preparing a Newsletter Mailing List

#### General Instructions

Your mailing list should have no more than seven (7) fields. We suggest: first name, last name, address 1, address 2 (if necessary), city, state, zip. However, you may use other field names (e.g., “Mr./Mrs.” in place of the first name) as long as you don’t exceed seven fields. Be aware that labels will be printed with the first two fields on line 1, the third field on line 2, the fourth on line 3, and the last three fields on line 4. Blank fields will not print.

Your list should be submitted in one of three formats:

- text only (ASCII text)
- Microsoft Word table
- Microsoft Excel spreadsheet (preferred)

A list in text-only format will look something like this:

“John”, “Doe”, “1111 Main Street”, “Anytown”, “IN”, “46204”  
 “Jane”, “Doe”, “Vet Clinic”, “2222 Main Street”, “Anytown”, “IN”, “46204”

A list in a Microsoft Word table or Excel spreadsheet will look something like this:

First Name	Last Name	Address 1	Address 2	City	State	Zip
John	Doe		1111 Main Street	Anytown	IN	46204
Jane	Doe	Vet Clinic	2222 Main Street	Anytown	IN	46204
John Doe & Jane	Smith	333 Main Street	Apt. 2D	Anytown	IN	46204
Mr. & Mrs. John	Doe		5555 Main Street	Anytown	IN	46204

#### Exporting from Top Producer

If you produce your list in Top Producer, it is possible to export to a text-only file, but it will require a little manipulation on your part.

##### Getting the file from Top Producer to Microsoft Excel

1. Use the export function (“Settings/Export Data”) to export to a text-only (ASCII text) format. Follow the prompts provided in Top Producer.
2. When Top Producer exports your mailing list, the street number will be in a separate field from the street name. You will have to put them in the same field—or pay Emmis Data Direct to do it (10 cents per name). If you want to pay Emmis to do it, save your text file now and send it to Robbie as directed in “Final Steps.” If you want to correct the list yourself, the easiest way to do it is in Microsoft Excel.
3. Close the text-only file you have produced from Top Producer.
4. Open Microsoft Excel and go to “File/Open.” A dialog box will appear. At the bottom there will be a window for “Files of type.” Find “Text files” and select it.
5. Find the file you just saved, highlight it, and click “Open.” A dialog box will appear that says “Text Import Wizard” at the top. Make sure the “Delimited” box is selected and click the “Next” button at the bottom.

6. The next dialog box will ask you to identify the delimiter you have used. (The delimiter is the punctuation mark that separates your fields.) Select “comma.” Check the preview box to be certain you have done this step correctly. There should be vertical lines separating your fields. If they are not separated correctly, you have done something wrong. Click on the “Next” button at the bottom of the dialog box.
7. The next dialog box will allow you to format each column. Skip this step, and click “Finish.”
8. Your mailing list will appear in an Excel spreadsheet. Select “File/Save.” A dialog box will appear. At the bottom of the box, there will be an option for “Save as type.” Select “Microsoft Excel workbook” and choose the folder where you want to save the file. Click on “Save.”
9. You’ll see on the spreadsheet that the street number and name are in two separate columns. You can merge the two columns either manually (type the street number in the column with the street name) or by using the “concatenate” function in Excel. The next section will explain the concatenate function. If you are going to correct your file manually, skip to “Final Steps.”

### Using the Concatenate Function in Excel

10. The first step is to add a space between the street number and name. Do this by clicking on the letter at the top of the column with your street names. This will highlight that column. Choose “Insert/Columns.” A blank column will appear between your street numbers and names.
11. Click in the first cell of your new column and hit the space bar. This will type a space in that cell.
12. In the bottom right corner of the cell, you will see a small box (called a “node”). Click on it, hold it down and drag it to the last address in your mailing list. When you release the mouse button, each cell should have a space in it.
13. Highlight the column after your street names by clicking on the letter at the top of the column. Go to “Insert/Columns.” A blank column should be inserted after your street names.
14. Click on the top cell in the new column. Go to “Insert/Function.” A dialog box will appear. Select “All” from the left hand window in the box. Then in the right window, scroll down until you find “Concatenate.” Select it, and click on the “OK” button.
15. A new dialog box will appear. Initially, it will have two windows in it, one labeled “text 1” and the other labeled “text 2.” In the window for “text 1,” type the letter that’s at the top of the column containing your street numbers followed by the number 1 (e.g., “D1”).
16. In the window for “text 2,” type the letter at the top of the column containing your spaces followed by the number 1 (e.g., “E1”).
17. A third window will appear. In it, type the letter at the top of the column containing your street names followed by the number 1 (e.g., “F1”).
18. If you look to the right of the “text 1,” “text 2” and “text 3” windows, you’ll see the text that Excel is planning to merge. Just below that text, you’ll be able to preview what the merged text will look like. If there’s a problem, click the “Cancel” button and try again.
19. There will be a window for “text 4.” Ignore it, and click “OK.”
20. Your merged text should appear in the top cell of the column you added to your spreadsheet. Again, there will be a node in the bottom right corner of the cell. Click on it, hold it down, and drag down to the last address in your mailing list. When you release the mouse button, all of your merged addresses should appear in the new column.
21. **Note:** Depending on how your database is set up in Top Producer, you may have to go through a similar process with your names. If your spreadsheet has three columns for names (e.g., spouse 1 first name, spouse 2 first name, and last name), you will have to merge the two first names into one column. Manually add spaces and “&”s where they are necessary.

22. You're not quite done. The problem at this point is that Excel is determining what to put in your new column by looking at the two original ones:  $D+E=F$ . If you erase D and E (the original columns), Excel won't know what to put in F, and it will give you an error message. Before you can erase the two original columns, you'll have to "trick" the software.
23. Go to "File/Save" and save your spreadsheet as it is.
24. Then go to "File/Save As." The "Save As" dialog box will appear. In the "Save as type" window choose "Text (tab delimited)." Make sure the file is being saved in the folder you want, and click "Save."
25. If you get a message saying that the file already exists, click "Yes" to override it.
26. Go to "File/Close." You may get a dialog box wanting to verify your file format. Click on the "Save" button and then click "Save" again.
27. Go to "File" and select your text file from the list at the bottom of the drop down menu. The import wizard will come up again. Click on the "Finish" button, and your file will open.
28. Go to "File/Save As," save the file as an Excel workbook again, and delete any unnecessary columns.

### **Final Steps**

29. When you are confident that your list is in the right format (no more than seven columns), save it.
30. Then you can either save it on a CD and send it to Robbie in Corporate Communications, or you can email it to her at [robbie@talktotucker.com](mailto:robbie@talktotucker.com).
31. Feel free to call Robbie at 317-472-2947 if you have any questions.

**Again, Emmis will make all of these Top Producer changes to your list for 10 cents per name. They will input your entire mailing list for 20 cents per name.**