



Guidelines for Email Appending
For submitting an order to Anchor Computer Inc.

When submitting data to Anchor Computer Inc., please adhere to the following technical guidelines. This will ensure the streamlined processing of all orders into our system.

EMAIL APPEND

Anchor Computer and/or its agents will append email addresses to the client's file using one of the following methods chosen by the client:

1. Match client's file to the *Anchor Computer Email Append Database* by using Full name and Address
2. Match client's file to the *Anchor Computer Email Append Database* by using Surname and Address
3. Match client's file to the *Anchor Computer Email Append Database* by using only address.

REVERSE EMAIL APPEND

Anchor Computer and/or its agents will append physical addresses and/or individual/household characteristics by using the following method:

1. Match client's file to the *Anchor Computer Email Append Database* by using an email address provided to Anchor by the client.
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Processing Requirements:

Please confirm the following information to Anchor.

- a. Specify the kind of processing job (Email Append or Reverse Append)
- b. Specify the matching strategy to use (Individual, Household or Address)
- c. Type of records: Consumer or Business

Inbound File Requirements:

Field Delimiter: Comma Delimited, Tab Delimited or Fixed Field.
Field Format: ASCII Text
Field Layout: Required. Include the maximum field lengths for each field.

Sample Incoming File Layout...Must be included when file transferred.

This is just a sample...your file does not have to look exactly like this.

File Name: xyz_company_append_01012002
Quantity: 1,000,000
Format: Comma Delimited
Record Length: 127

Field Name	Format	Length
FNAME	VarChar	20
LNAME	varchar	20
ADDR	varchar	50
CITY	varchar	25
STATE	CHAR	02
ZIP	CHAR	05
ZIP4	CHAR	04
LF	CHAR	01

Outbound File Requirements:

Please provide the following information to Anchor for the outbound file:

- a. Return matched records only
- b. Return matched and non-matched records together
- c. Return matched and non-matched records in a separate file

Email Append: Anchor and/or its agent will append an additional 100 byte field (the email address) to the client's outbound file.

Reverse Email Append – Anchor and/or its agent will append the following fields after the original inbound data in a fixed width format:

First_name	char	20
Last_name	char	20
Address	char	50
City	char	25
State	char	2
Zip	char	5
Zip4	char	4

*Please request an outbound layout if the client has ordered additional attributes to be appended

Once the data has been formatted per the requirements above, it can be uploaded via FTP to the following site:

<telnetls.anchor-computer.com259>

A UserID and Password will be emailed to you by Anchor.

Please send a confirmation email to Anchor when the upload has been completed, and the number of records that have been uploaded.

We take a great deal of pride in handling our clients' data. As a result, any deviation from these guidelines must be approved prior to uploading of the data. We request that prior to a new client uploading their data, that a sample data sheet and a layout or data dictionary be sent to Anchor. This sample data sheet should include 5-10 individual records, with all possible fields represented.