

The Official Guide to Preparing List Submissions via

**Avery Labelmaker Pro**

Exclusively for

**marketing**  **matters**

1. To prevent the possibility of accidentally modifying your original file, please copy your Avery Label list to an alternate location/filename.
2. Right-click your newly created file and choose the Rename option (see Figures 1a). Change the file extension to .dbf, using the following naming convention:

*Order#\_Clientname\_List.dbf* (see Figure 1b)

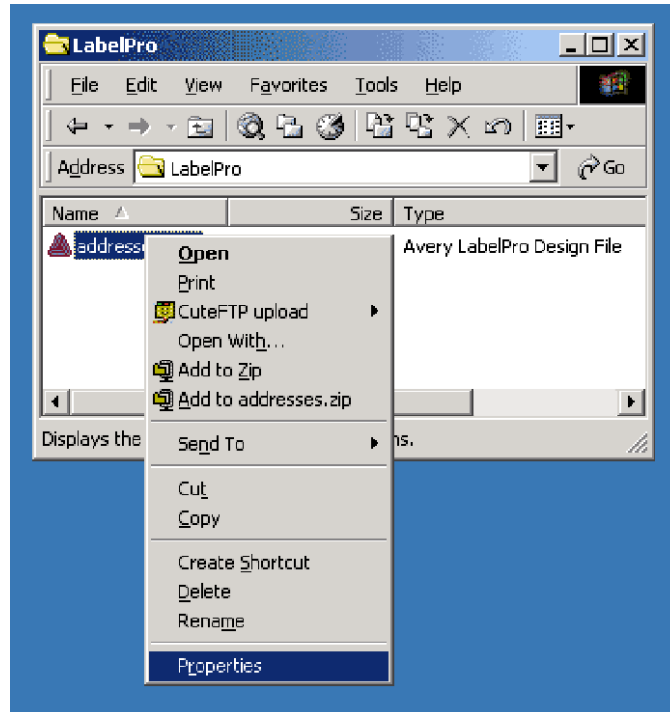


Figure 1a

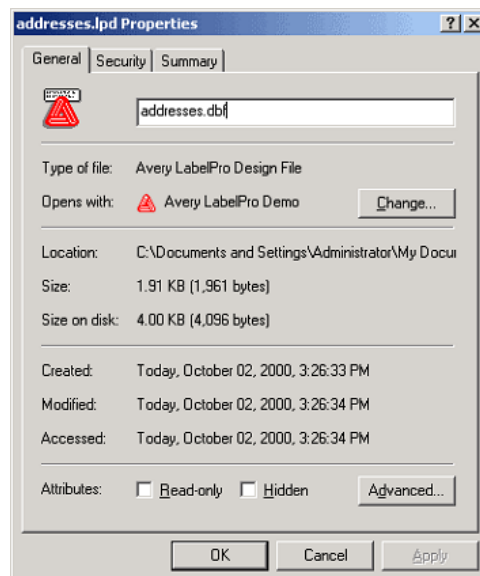


Figure 1b

3. Open the renamed file in Microsoft Excel (see Figure 2)

Note: If you do not have access to Microsoft Excel, submit the file to Marketing Matters as a .DBF, but please let your point of contact know that you are submitting the file in this format

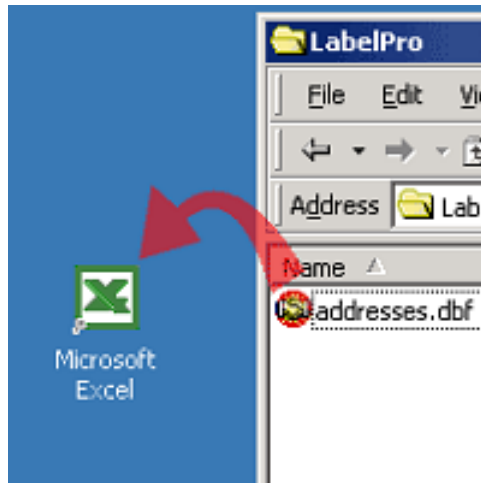
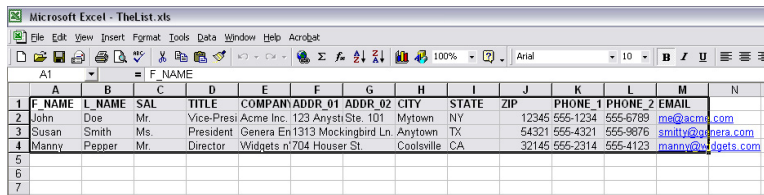


Figure 2

4. Select ALL of the cells containing information in your document (see Figure 3)



	F_NAME	L_NAME	SAL	TITLE	COMPAN	ADDR_01	ADDR_02	CITY	STATE	ZIP	PHONE_1	PHONE_2	EMAIL
1	John	Doe	Mr.	Vice-Presi	Acme Inc.	123 Anystr	101 Mytown	NY	12345	555-1234	555-6789	mjd@acme.com	
2	Susan	Smith	Ms.	President	Genera En	1313 Mockingbird Ln.	Anytown	TX	54321	555-4321	555-9876	smithy@genera.com	
3	Manny	Pepper	Mr.	Director	Widgets n'	704 Houser St.	Coolsville	CA	32145	555-2314	555-4123	manny@widgets.com	
4													
5													
6													
7													

Figure 3

5. Select Format > Column > AutoFit Selection from the drop-down menu (see Figure 4)

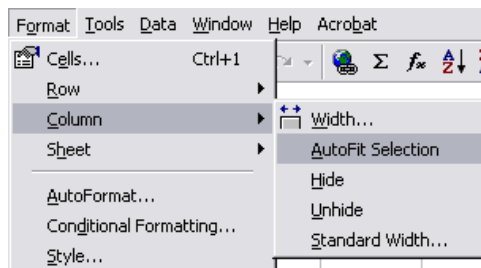


Figure 4

6. Select File > Save As from the drop-down menu

7. Use the Save as type drop-down option to select Text (Tab delimited) (see Figure 5)

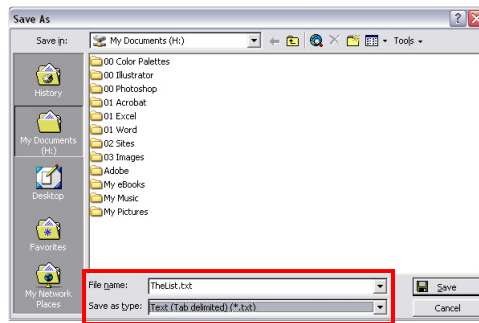


Figure 5

8. Click Save to save your file.

Note: Please name your file using the following file naming convention:

Order#\_Clientname\_List.txt

9. Email your file, as an attachment, to [list@mymarketingmatters.com](mailto:list@mymarketingmatters.com).

Note: Please use the following naming convention when submitting your file:

Order#\_Clientname\_List.txt