



DIRECT MARKETING SERVICES

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Top Ten Ways to Fix Bad Addresses

1. **Check the spelling** of all address words, even words like “street” and “avenue”.
2. **When in doubt, spell it out.** The standardization process will only recognize USPS approved abbreviations or the fully spelled out word. If unsure, use the full word.
3. **Beware of symbols.** Hyphens, dashes, C/O, and other punctuation should only be present if a critical part of the address, such as in the street number:
 - a. Incorrect: 83 WHISKY DR-PO BOX 140 * See number 5 below
 - b. Correct: 101 1/2 MAIN ST and 289-01 MONTGOMERY AVE
 - c. The pound sign (#) should not be used with APT or SUITE, but it can be used with a space before a number: Ex. 425 FLOWER BLVD # 72
4. **Address Order.** Make sure the address components are in the correct order. Apartment, Suite and Floor numbers should be at the end of the Delivery Address Line.
5. **Alternate Address Line.** Use a second line for address components such as building names and PO Boxes. The main delivery address should be right above the city state and zip code.

a. Alternate Address line	319 LUCKY ST APT 3
Delivery Address line	PO BOX 54
City and ZIP	HARRISBURG PA 17104
6. **PO Boxes** should be on a separate address line and should not contain the word *CALLER, FIRM CALLER, BIN, LOCKBOX, or DRAWER.*
 - a. Incorrect: Drawer L Correct: PO Box L
7. **Replace corner addresses or building names.** Use the numbered street address.
 - a. Acceptable: 5th and High Better: 514 High St
 - b. Incorrect: Two Grant Tower Correct: 400 Grant St
8. **Rural Routes (RR) and Highway Contract (HC)**
 - a. Format the mailing address as: RR 39 BOX 18 or HC 3 BOX 25.
 - b. Use the abbreviations RR or HC, do not spell out the words *RURAL, HIGHWAY CONTRACT, ROUTE NUMBER, NO. STAR ROUTE,* or the pound sign (#).
 - c. There should not be any town or street names on the Delivery Address Line
 - d. Incorrect: RR Box 18 Bryan Dairy Road Correct: RR 8 Box 18
9. **Highway Addresses** should be spelled out.
 - a. Ex. 101 COUNTY ROAD 20, 220 INTERSTATE 680, 1650 STATE ROUTE 335
10. **Research the Address.** Data entry errors can occur. Check the address number and street name through the Internet, phone books, or through direct contact with clients.

****If you cannot find the error,** please note that some mail pieces will reach their destination EVEN IF the USPS claims they contain errors. However, these pieces are not eligible for the automated discount. Use your best judgment on whether to mail to these addresses.