

# SPECTRUM DATA

Personal. Professional. Precise.

## NCOA / DSF Services

Customers move around. Every mailer gets that. An address that was good a year ago may not be valid today. So while many providers offer National Change of Address (NCOA) processing, few can match the depth of service that Spectrum Data gives its customers. Some things, only we do.

NCOA service is essential to the modern magazine or catalog. According to the United States Postal Service, 1.8 million addresses are added each year to the almost 150 million delivery points across the country. Nearly 14 percent of U.S. households and 20 percent of businesses move every year. So while NCOA service is essential, it is no longer enough.

The Delivery Sequence File (DSF) is a complete address file for every valid delivery point in the nation. Unlike many vendors, Spectrum Data utilizes DSF to obtain accurate address information prior to NCOA processing. The result is a far cleaner mailing list, with undeliverable addresses clearly identified. But even more than that, Spectrum Data's proprietary service compares each address with Postal Service codes, yielding a "deliverability score" for every single name in your file.

**In an industry known for turnover, Spectrum Data is a model of stability. We've been working since 1989 to provide our customers with superior service. Our business model is built around giving you data that delivers.**

**If you put a catalog, magazine or brochure in the mail, we can help you do more for less. We would love to talk with you about it.**

Call David Murray today:  
800-733-6567 or visit  
[www.spectrumdata.org](http://www.spectrumdata.org)

