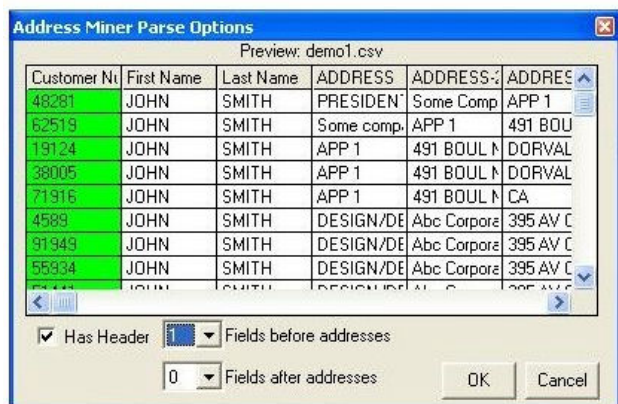## Introducing AddressMinerPRO!

Flagship Software is proud to introduce a new product in the **iAddress™** family. This is a separate utility designed to help manage "messy" data files . **AddressMinerPRO** can extract address data from files where there is no order or discernible structure, and also where address data is stored in single fields. Previously, in order to import a file like this to **iAddress™**, you would have to manually edit the file to properly order the fields. This can be very difficult and tedious with files that can contain thousands, or even hundreds of thousands of records.

Labels2CSV (**AddressMiner**), the product shipped with **iAddress™**, is a quick-fix tool. It could do some re-ordering of fields but isn't powerful enough to handle the variety of difficult databases seen by typical data houses. **AddressMinerPRO** is our next generation in Canadian address recognition and manipulation software.

Here are the features of **AddressMinerPRO**:

• Imports from various text file formats (CSV, Tab-delimited, Custom-delimited and fixed length files) as well as Excel file formats (XLS) and Excel 2007 (XLSX)
• Can import and parse label formatted files
• Parses unordered and unstructured address data from "messy" files
• Imports directly into **iAddress™** with seamless integration
• Allows selection of static non-address fields that will be ignored by the parsing engine

We will be launching **AddressMinerPRO** as of May 1, 2009. It is available as an upgrade to the Canadian Correction/Validation module or Full Version of **iAddress™**. Existing customers of **iAddress™** can add **AddressMinerPRO** to their license for $250 per year. For new customers, the retail price of **AddressMinerPRO** will be $500 for the first year and $250 per year after that

Canada Periodical Fund

In the spring of 2010, the Canada Magazine Fund (CMF) and Publications Assistance Program (PAP) will be merged into a new government-funded initiative, called the Canada Periodical Fund. The total funding will be $75.5 million over two years. It will be managed by the Canadian Heritage department.

Individual titles can receive up to $1.5 million in funding assistance. In order to qualify, however, the publication must have a minimum of 5,000 paid subscribers.

The funding will be designed to give publishers more choice. In an interesting twist, publishers can choose to use distribution services other than Canada Post and these costs will be eligible for assistance. Funding can also be used for business development as well as creating digital and online content.

The existing CMF and PAP programs will remain in effect until the Canada Periodical Fund is up and running. Canada Post must also continue to contribute $15 million per year for the next two fiscal years.

Move-Update Requirement

Please remember that all US First Class and Standard Mail must meet the Move-Update requirement every 95 days. This means if you are using the same database for each mailing, you must run Move-Update every three months. If you are using a new database each mailing, the Move-Update requirement must be met before each mailing.

Starting May 11, 2009, the USPS will start applying penalties to mailings that do not meet the requirement. These penalties are as follows:

• First Class mailings would pay the full single-piece rate (US$0.44). This results in a penalty of US$0.026 to US$0.105 per piece.

• Standard Mail would pay an additional US$0.07 per piece.

As an example, a 50,000 Standard Mail piece that does not meet the Move-Update requirement as of May 11, 2009, would pay an additional US$3,500. Make sure you are compliant! **NCOA^Link** is the simplest and most cost-effective way of meeting the requirement. If you do not yet have a supplier for **NCOA^Link** services, please contact sales@flagshipsoftware.com and we can provide you with contact information.

Would you like referrals?

We receive e-mails and telephone calls each week from companies interested in mailing out marketing materials and newsletters. Our usual course is to refer these companies to our customers in their local or requested area after checking with our customer(s) to get permission to release their contact information.

There has been a steady increase in these e-mails and phone calls over the past few months and it has become time consuming for us to check with our customers before each referral. As well, often our contact at your company is normally the software user who is not usually in sales.

To make this process easier for everyone, we are asking you to send us your information if you would like to be referred. We will set up a separate database specifically for referrals. Please send this information to Virginia@flagshipsoftware.com and include the following information:

• Company Name
• Contact Person (or department)
• Contact Phone Number
• City and Province
• Services Offered (Design, Print, Mail, plus any speciality services)
• Preferred Size of Mail Jobs:
    • Small (<5,000 pieces)
    • Medium (5,000 to 25,000 pieces)
    • Large (25,000 to 100,000 pieces)
    • Very large (100,000 pieces)

iAddress™ Training Courses

Flagship Software continues to run **iAddress™** courses on the first Wednesday of each month at our Tech. Office in Richmond Hill. Please book early as the spots fill up quickly!

Our course covers **iAddress™** in detail, hands-on workshops focusing on preparing and sorting a mailing, and includes lunch!

For more information on our courses, or to obtain a registration form, please call our office at:

1-866-672-0007 ext. 3 and ask for Carolyn, or email her at: carolyn@flagshipsoftware.com

If there is a topic that you would like to see covered in this newsletter, please send us an email at: newsletter@flagshipsoftware.com