

Do-Not-Mail Coding

Below is the output layout and data definitions for Do-Not-Mail Coding. These fields are typically appended to the right of your original data. On request, we can alternatively update your existing fields.

FIELD: name of the field. TYPE: field type; Chr = character or alphanumeric, Num = numeric. WIDTH: field width. DEC: number of decimal points. FROM: field starting point. TO: field ending point. Description: data definition of the field contents.

Field	Type	Width	Dec	Start	End	Description
PEACOCK_ID	Chr	10		1	10	Unique ID number assigned to each record - used for support
DNM_FLAG	Chr	1		11	11	D = Matches DMA do-not-mail suppression database

NOTICE: Layouts and content are subject to change--we are always working to improve our services.