

ZIP* Select

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Quality Data Solutions for Lifetime Value

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Dear Mailer:

I would like to take this opportunity to introduce you to Melissa Data Corporation. We specialize in direct marketing and mail automation software. Since 1985 we have been helping mail order companies, telemarketers, mailing list brokers, and other related businesses cut the high cost of mailing and improve their customer service.

Melissa Data Corporation began by marketing demographic, nutrition, financial, and ZIP Code databases for the PC environment. Responding to customer demand, our company has focused on direct marketing and mail automation software since 1989. Melissa Data products allow businesses of all sizes to access and use information previously available only on mainframe computers.

Melissa Data products are designed to help reduce your mailing expenses. Whether you send 200 pieces of mail or have a bustling mailroom, Melissa Data products can save you time and money.

Your feedback is always important to me. Please don't hesitate to e-mail your comments or suggestions to ray@MelissaData.com. I look forward to hearing from you.

Sincerely,

A handwritten signature in black ink, appearing to read "Ray Melissa". The signature is fluid and cursive, with a long horizontal stroke at the end.

Raymond F. Melissa
President

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Introduction

*ZIP*Select* is a ZIP Code look-up program that finds all ZIP Codes or Area Code/Prefix combinations within a given distance from any ZIP Code, Phone Number, or City Center Point.

*ZIP*Select* allows you to access data in local areas, build files of customers based on distance, and find potential customers within a given mile radius of your business.

*ZIP*Select* will output search results to a printer or a fixed length (ASCII) file. Output data for a ZIP search includes the ZIP Code, City, State, County FIPS, County Type, Number of Residence/Business, P.O. Box Address, and Distance to Center Point. Output data for a phone search includes the Area Code, Prefix, City, State, County FIPS, County Name, Distance, Bearing, and Direction.

*ZIP*Select* can also be used for calculating distances between 2 ZIP Codes or Area Code/Prefix combinations, finding ZIP Codes by SCF, or retrieving information about a particular ZIP Code or Area Code/Prefix combination.

Getting Started

You must have a hard drive with at least **4MB** of free space to run *ZIP*Select*.

*ZIP*Select* can be installed from CD-ROM or downloaded from the Melissa Data website at

<https://www.melissadata.com/OrderZipData.htm>

Installing the Program from CD-ROM

1. Insert the *ZIP*Select* CD-ROM into your computer's CD-ROM drive.
2. Run **SETUP.exe** from the CD-ROM drive.
3. Follow the installation wizard to complete installation.

The installation program will decompress and verify all files as it installs them on your hard drive.

NOTE: If you need help during the installation process, call the technical support staff, between 6:00am and 5:00pm Pacific Standard Time.

Starting the Program

To Start the Program:

1. Type **ZS** at the DOS prompt and press **ENTER**.

The *ZIP*Select* menu appears displaying the following selections:

ZIPs in a Radius

ZIPs in Counties

ZIPs in an SCF

Phone Numbers in a Radius

Phone Numbers in Counties

Lookup ZIP Codes or Phone #s

Status of ZIP*Select

Distance Between Points

2. Use the **ARROW** keys to highlight the selection you want and press **ENTER**.

NOTE: If you monochrome-display computer and cannot see the selection bar, use the monochrome switch /M by typing in ZS /M.

ZIPs in a Radius

This option lists all ZIP Codes within a given radius from the center point of the city/state, area code/prefix, or ZIP Code which you enter.

To List ZIPs in a Radius:

1. Highlight **ZIPs in Radius** and press **ENTER**.

A listing of all state and territory abbreviations appears. Below this listing is a prompt for the ZIP Code, area code or state abbreviation of your center point.

2. Type in the ZIP Code, area code or state abbreviation of your center point; and press **ENTER**.

If you entered an area code or state abbreviation you will be prompted for the prefix or the city name. Type in this data and press **ENTER**.

The *Search Format Options* screen appears.

Search Format Options

Radius

In miles, a circular area measured using a given center point.

Include PO Boxes

Some ZIP Codes are only used for Post Office Boxes.

Include Unique ZIPs

Unique ZIP Codes are assigned to organizations such as the IRS and most universities.

ZIPs in a Radius

Include Other City Names

City names associated with a ZIP Code which the USPS may not recognize as official names.

Print the Results

Typing "Y" prints the complete results. Typing an "S" will print a summary report.

Output to a File

Typing "Y" outputs the ZIPs in the radius to a file.

To List ZIPs in a Radius:

1. Type in the radius (miles) you want to search from your center point and press **ENTER**.
2. Enter "Y" for **Yes** or "N" for **No** to include **P.O. Boxes** within your selected radius of the center point.
3. Enter "Y" or "N" to include **Unique ZIPs**.
4. Enter "Y" or "N" to include **Other City Names**.
5. Enter "Y" or **Summary** to print the results of your **ZIPs in Radius** search, or "N" to skip the printing of search results.
6. Enter "Y" or "N" to output search results to a file.

If you choose to print the results or a summary of the results, you are prompted to enter a title for the printout.
7. Type in the title and press **ENTER**.
8. Enter "Y" to confirm your selections as correct, or type "N" to edit incorrect selections before printing out your results.
9. Enter "Y" or "N" to save your file to a **Donnelly Output Format**.

ZIPs in a Radius

10. Type in the path and name of the file you want to save your results to. The default file name will be **ZSzzzzz.rrr** (zzzzz is the ZIP Code selected and rrr is the radius searched.) For example, a search of the ZIP Code 92673 with a 10 mile radius would have the file name ZS92673.010 .

ZIP*Select will show its findings on screen. Center point data is listed in the upper left box, the output data is listed in the upper right box. Address and population totals appear below the boxes.

ZIPs in Counties

This option lists every ZIP Code in one or more counties.

To Search ZIPs in Counties:

1. Highlight **ZIPs in Counties** and press **ENTER**.
A listing of all state and territory abbreviations will appear.
2. Type in the state abbreviation for your search.
3. Tag each county you want to search. Use the **ARROW** keys to highlight the county, then press the **SPACEBAR** to tag it.
4. When all counties are tagged, press **ENTER**.
5. Select **"Y"** or **"N"** to include **P.O. Boxes, Unique ZIPs, Other City Names** in your search.
6. Select **"Y"** or **"N"** to print your results and/or save your results to a file.

If you are printing your results enter the title of the printout.

If you are saving your results to a fixed length file type in **"Y"** or **"N"** if you want the results to saved in **Donnelly Output Format**; and type in the path and name of your output file.

Output File Name Format

*ZIP*Select* assigns a default output file name if none is entered at the prompt.

If only one county is selected the file name will contain the state abbreviation followed by the first letters of the county. For instance, if you select Cochise county in Arizona, the file name will be **AZ-COCHI.003**.

If more than one county name is selected, the output file will have the state abbreviation followed by a dash, the word "MULTI", a period, and the number of counties selected. For instance, if four counties in Arizona are selected, the file name will be **AZ-MULTI.004**.

You can also enter your own file name.

For more information on *ZIP*Select* reports, see the "*Print Output*" section later in this manual.

ZIPs in an SCF

This feature finds all ZIP Codes in a given Sectional Center Facility (SCF). An SCF is identified by the first three numbers of a ZIP Code. For instance, the SCF for ZIP Code 60606 is 606.

To Find ZIPs in an SCF:

1. Select **ZIPs in an SCF**.
2. Type in the first three numbers of your center point ZIP Code and press **ENTER**.
3. Enter **"Y"** or **"N"** to include or exclude **P.O. Boxes, Unique ZIPs** and **Other City Names**.
4. Enter **"Y"** or **"N"** for printing your search results and/or saving your search results to a file.
5. Enter **"Y"** or **"N"** to confirm your output selections.

*ZIP*Select* processes your search.

The results of your search will appear on screen. SCF data appears in the upper left box, output data appears in the upper right box, and address/population totals appear below.

Output File Name Format

The file name format for the output results is the prefix **ZS** followed by a dash, the SCF number, and the extension SCF. For instance, if you are searching the ZIPs in the SCF 941 the file name will be: **ZS-941.SCF**.

If you do not want the default file name you can create your own file name.

Phone Numbers in a Radius

Use this feature to list all area code/prefix combinations within a radius of a center point.

To List Area Code/Prefix Combinations:

1. Select **Phone Numbers in a Radius**.

A listing of all state and territory abbreviations appears. Below this listing is a prompt for the ZIP Code, area code or state abbreviation.

2. Type in the ZIP Code, area code or state abbreviation of your center point; and press **ENTER**.

If you entered an area code or state abbreviation, you will be prompted for the prefix or the city name. Type in this data and press **ENTER**.

The *Search Format Options* screen appears.

3. Type in the radius (miles) you want to search.

4. Select **"Y"** or **"N"** to print the results or summary of the search.

5. Type in the printout title.

6. Select **"Y"** or **"N"** to output the results to a file.

7. Select **"Y"** or **"N"** to save the file in **Donnelly Output Format**.

Phone Numbers in a Radius

8. Select "Y" or "N" to confirm your selections.

The search results appear on screen with the center point data in upper left box, output data in the upper right box and the area code, prefix, direction, miles from center point, and prefix and population totals below.

Output File Name Format

The file name format for the output results is **FSzzzzz.rrr** (where *zzzzz* is the center point of the search and *rrr* is the radius). For instance, if you are searching the area code/ prefix combination (310) 227- with a radius of 15 miles, the file name will be **FS310227.015**.

Phone Numbers in Counties

This feature finds all area code/prefix combinations in one or more counties.

To Find Phone Numbers in Counties:

1. Select **Phone Numbers in Counties**.

A list of all state and territory abbreviations appears. Below is a prompt to enter the state abbreviation of the county you are searching.

2. Type in the state abbreviation at the prompt.

*ZIP*Select* lists the counties for the state entered.

3. Tag the counties you want to search by highlighting the county or counties and pressing the **SPACEBAR**. Once all tags are set press **ENTER**.

4. Enter "Y" or "N" to print the results.

5. Enter the title of the print out.

6. Enter "Y" or "N" to output the results to a file.

7. Enter "Y" or "N" to save the file in **Donnelly Output Format**.

Phone Numbers in Counties

8. Enter the output file name.

*ZIP*Select* processes your search.

The search results display on screen. The center point data appears in the upper left box. The output data appears in the upper right box. The area code, prefix, miles from the center point, location direction and the prefix and population totals are below.

Output File Name Format

The default file name uses the state abbreviation followed by the first letters of the county name. For instance, a search of Fulton County, Ohio would use the file name **OH0-FULTO.051**.

If you are searching more than one county, the output file would contain the state abbreviation followed by "MULTI". The number of counties being searched serves as the extension. For example, a search of all five counties in Hawaii would use the file name **HI-MULTI.005**.

Lookup ZIP Codes or Phone #s

Use the lookup feature to find ZIP Codes, Cities, and Area Code/Prefix combinations nationwide.

To Use the Lookup Feature:

1. Select **Lookup ZIP Codes or Phone #s**.

The *Lookup Mode* screen displays the state and territory abbreviation list.

2. Type in either a ZIP Code, area code or state abbreviation at the prompt.

If you entered an area code or state abbreviation, type in the prefix or city name when prompted.

When more than one city is listed for the ZIP Code or city name you entered, a list of cities appears.

3. Select the city you want to look up from the city list, if a list appears in the LookUp Mode screen.

ZIP Information

The *ZIP Information* screen lists the following data:

ZIP

The ZIP Code for the location entered.

City

The city name of the location

LookUp ZIP Codes or Phone #s

State

The state name of the location.

County

The county name of the location.

FIPS

The Federal Information Processing Standard code number assigned by the Bureau of the Census to each county and territory in the U.S.

The first two digits of the code are the state code and the last three digits are the county code.

MSA

The Metropolitan Statistical Area code assigned by the Office of Management and Budget. The MSA consists of one or more counties, forming a large population with adjacent communities, having a high degree of social and economic integration.

PMSA

The Primary Metropolitan Statistical Area code, defined if the MSA contains a population of more than one million.

Area Code

The 3-digit code assigned to a telephone calling area.

Prefix (Phone LookUp only)

The 3-digit code following the telephone area code.

Time Zone

A 1 or 2-digit number representing the hours past Greenwich Mean Time.

ZIP Type

A 1-character code indicating the ZIP Code type.

ZIP*Select

LookUp ZIP Codes or Phone #s

Latitude

The latitude in degrees of the address location.

Longitude

The longitude in degrees of the address location.

Number of Residence, P.O. Box, and Business Addresses (ZIP LookUp only)

The USPS supplies the number of residences, P.O. Boxes and business addresses in a ZIP Code. This information is useful in judging the market size of a ZIP Code.

To estimate the population in a ZIP Code, multiply the number of residence addresses by 2.6. (There is an average of 2.6 persons per household in the U.S.) Altogether, there are about 92 million residential addresses and 7.3 million business addresses in the U.S.

Data is not available for every ZIP Code. If no data is available, all three values will be shown as zero.

Status of ZIP*Select

Use **ZIP*Select Status Information** if problems occur during normal program operation. This information also shows all Command Line switches.

If technical support is required, choose **ZIP*Select Status** from the *Main Menu* screen and call the Melissa Data technical support staff at (800) 800-6245 from 6am to 5pm Pacific Standard Time.

Distance Between Points

This feature allows you to find the distance between any two ZIP Codes, area codes or states. Using latitude and longitude coordinates, ZIP*Select can calculate the distance from one like point to another.

To Find the Distance Between Two Points:

1. Select **Distance Between Points**.
2. Type in the state abbreviation, ZIP Code or area code point at the prompt and press **ENTER**.
3. Type in the second state abbreviation, ZIP Code or area code point at the prompt and press **ENTER**.

The distance and direction from the first point to the second point is displayed.

The distance displayed is in air miles, not highway miles.

Output File Format

ZIP*Select creates an optional output file of the ZIP Codes or area code/prefix combinations within the radius. This file can be used with dBase or other programs to select names from your mailing list.

If the center point is a ZIP Code, the output file has a prefix of **ZS** followed by the 5-digit ZIP Code. The extension is the radius number. For instance, the output file for the ZIP Code 94144 with a 20 mile radius is: **ZS94144.020**.

If the center point is an area code/prefix combination, the output file has the prefix **FS** followed by the area code number and the prefix number. The extension is the radius number. For instance, the output file for the area code/prefix (415) 558 with a 65 mile radius is: **FS415558.065**.

ZIP Output File Format

The **ZIP Search Output File** (fixed-length) has the following fields:

<u>Field</u>	<u>Length</u>	<u>Decimal</u>	<u>Type</u>
ZIP	5		Character
City	28		Character
State	2		Character
County FIPS	5		Character
County Name	25		Character
Type	1		Character

Output File Format

<u>Field</u>	<u>Length</u>	<u>Decimal</u>	<u>Type</u>
# Residences	6	0	Numeric
# Business	7	0	Numeric
# PO Boxes	7	0	Numeric
Distance	6	1	Numeric
Bearing	4	0	Numeric
Direction	3		Character
CR + LF	2		Character

Phone Output File Format

The **Phone Search Output File** (fixed length) has the following format:

<u>Field</u>	<u>Length</u>	<u>Decimal</u>	<u>Type</u>
Area Code	3		Character
Prefix	3		Character
City	28		Character
State	2		Character
County FIPS	5		Character
County Name	25		Character
Distance	6	1	Numeric
Bearing	4	0	Numeric
Direction	3		Character
CR + LF	2		Character

Using Output Files with dBase

Output files are not in dBase format and must be imported to dBase. You must create a new dBase file with the output file fields already defined in the record layout.

Use the **Append** command with the "**Type SDF**" modifier to import the *ZIP*Select* Output file into the dBase file.

For example:

```
Append From ZS12345.012 Type SDF
```

Print Output

*ZIP*Select* provides two optional printed reports. One contains all search information, the second contains only summary information. A printer must be connected and set **ONLINE** for the reports to print. The print output is normally directed to **LPT2** or **LPT3**.

NOTE: If you want to print on **LPT2** or **LPT3**, use the command line switches **/L2** or **/L3** to designate your printer.

ZIP Search Report

The full report includes the ZIP Code, ZIP Code type, city, state, number of residential, business and P.O. Boxes, and the miles and direction from the center point. An estimate of the population represented is included in the report.

The report also contains the percentage of addresses selected in each SCF, the sectional center facility defined by the first three digits of a 5-digit ZIP Code. If the number is near 100% you may want to include the complete SCF rather than selecting addresses by the 5-digit code.

Phone Search Report

The full report includes the area code, prefix, city, state, and the miles and direction from the center point.

Batch Mode

Use **Batch Mode** to search for ZIP Codes using more than one center point.

Before using **Batch Mode**, you must create a batch file using a text editor or word processor.

NOTE: If you use a word processor for creating the batch file, save the data in text mode so that special formatting characters will not be included in the batch file.

Creating a Batch File:

Each line of the batch file is a center point of either a ZIP Code or area code/prefix combination, followed by a radius. ZIP*Select can create an output file for each line and print the complete results or a summary.

Use the following format to create lines in your batch file:

ZIP, Radius (CR)

Area Code/Prefix, Radius (CR)

For Example:

95560,051 Searches ZIP Code 95560 for a radius of 51 miles.

92903,010 Searches ZIP Code 92903 for a radius of 10 miles.

707459,15 Searches Area Code/Prefix combination (707) 459- for a radius of 15 miles.

Batch Mode

To Start *ZIP*Select* in Batch Mode:

1. At the DOS prompt type:

ZS/B=C:*Filename.DAT* /P/U/D

your batch file Command Line switches
(Optional)

2. Press **ENTER**.

See **Command Line Mode** for other switches on the command line.

Command Line Mode

If you want to call up *ZIP*Select* from another program or use it in a batch file access the command line mode. The ZIP Code and distance are entered on the command line with desired switches:

ZS /C = 95560,030/P/U/D

The /C = indicates the command line mode. The five digits indicate the ZIP Code followed by a comma and the distance in miles.

If a ZIP Code is not found in batch mode, its output file will have a length of zero.

Other switches on the command line are defined as follows:

<u>Switch</u>	<u>Command</u>
/B	Batch Mode.
/P	Include PO Boxes.
/U	Include Unique ZIP Codes.
/D	Include Unapproved City Names.
/O	Print complete results.
/OS	Print summary results.
/F	Output to a file.
/N	Include phone numbers in output.
/Z	Output in Donnelley format.
/L2	Print to LPT2.
/L3	Print to LPT3.

Command Line Switch Definitions

Switch	Definition
/M	Monochrome mode.
/P	Include Post Office Box ZIPs in batch and command modes.
/U	Include Unique ZIPs in batch and command modes.
/D	Include Unapproved City Names in batch and command modes.
/O	Print complete results in batch and command modes.
/OS	Print summary results in batch and command modes.
/L2	Print to LPT2.
/L3	Print to LPT3.
/C = zzzzz,rrr	Command line mode.
/B = X:\File.Ext	Batch mode.
/F	Make file.
/Z	Output in Donnelley format.
/N	Include phone numbers in output.

Trouble Shooting

*ZIP*Select* is easy to install and runs trouble-free under most conditions. Any problems that occur usually happen during installation. If you experience technical problems, access the **Status of ZIP*Select** screen and then call Melissa Data Technical Support at (800) 800-6245.

Program Cannot Locate Data

If the program is not locating data remember that *ZIP*Select* will not run if it cannot find the **PC-ZIP.DAT** data file. The data file must be in the same directory as **ZS.EXE**.

Appendix

*ZIP*Select* uses the following state abbreviations and FIPS codes:

<u>Abbreviation</u>	<u>Code</u>	<u>State</u>
AL	01	Alabama
AK	02	Alaska
AZ	04	Arizona
AR	05	Arkansas
CA	06	California
CO	08	Colorado
CT	09	Connecticut
DE	10	Delaware
DC	11	District of Columbia
FL	12	Florida
GA	13	Georgia
HI	15	Hawaii
ID	16	Idaho
IL	17	Illinois
IN	18	Indiana
IA	19	Iowa
KS	20	Kansas
KY	21	Kentucky

Appendix

<u>Abbreviation</u>	<u>Code</u>	<u>State</u>
LA	22	Louisiana
ME	23	Maine
MD	24	Maryland
MA	25	Massachusetts
MI	26	Michigan
MN	27	Minnesota
MS	28	Mississippi
MO	29	Missouri
MT	30	Montana
NE	31	Nebraska
NV	32	Nevada
NH	33	New Hampshire
NJ	34	New Jersey
NM	35	New Mexico
NY	36	New York
NC	37	North Carolina
ND	38	North Dakota
OH	39	Ohio
OK	40	Oklahoma
OR	41	Oregon
PA	42	Pennsylvania
RI	44	Rhode Island
SC	45	South Carolina

Appendix

<u>Abbreviation</u>	<u>Code</u>	<u>State</u>
SD	46	South Dakota
TN	47	Tennessee
TX	48	Texas
UT	49	Utah
VT	50	Vermont
VA	51	Virginia
WA	53	Washington
WV	54	West Virginia
WI	55	Wisconsin
WY	56	Wyoming
AS	60	American Samoa
GU	66	Guam
MH	68	Marshall Islands
MP	69	North Mariana Isllds
PW	70	Palau
PR	72	Puerto Rico

ZIP*Select Update

*ZIP*Select* is updated quarterly and is available in January, April, July, and October. You can order the update each time or you can subscribe to our Annual Update Service. To get the latest update, complete this form and FAX it to 949-589-5211.

Yes, send me the current *ZIP*Select* Update.

Please start my annual *ZIP*Select* Subscription.
I want to have the *ZIP*Select* Updates sent to me automatically every quarter for one year (4 updates).
I know I can cancel at any time.

Signature _____

Calculate amount due and select payment method.

__ ZIP*Select Update @ \$99.00 \$ _____

__ Annual Subscription @ \$295.00 \$ _____

California Residents Add Sales Tax \$ _____

Shipping \$ **\$9.00**

TOTAL \$ _____

Check Enclosed PO# _____

VISA MasterCard Amr Express Discover

Card No. _____ Exp. ____/____

Signature _____

Name _____

Company _____

Address _____

City _____ ST ____ ZIP _____

Phone (____) _____ FAX (____) _____

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LAN License

A Duplication License is required when you want to install **ZIP*Select** on more than one computer. It gives you the right to install a given number of copies of **ZIP*Select**. The license is nonexclusive and nontransferable. To get a LAN License for your copy of **ZIP*Select**, complete this form and FAX it to 949-589-5211.

Yes! Please issue me the following licenses:

____ 25-25 Users @ \$395.00 ea \$ _____

____ 26-100 Users @ \$800.00 ea \$ _____

____ 100+ Users @ \$1500.00 ea \$ _____

California Residents Add Sales Tax \$ _____

TOTAL \$ _____

Method of payment.

Check Enclosed Company PO# _____

VISA MasterCard Amr Express Discover

Card No. _____ Exp. ___/___

Signature _____

Please print name and address information.

Name _____

Company _____

Address _____

City _____ ST _____ ZIP _____

Phone (_____) _____ FAX (_____) _____

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