

# Publication Services

## Complete Data Solutions for Publishers

The NFocus data experts are your resource to maximize distribution, reduce waste, and improve your publication's bottom line.

The postal system is complex and always changing. On average 11% of your distribution list will move in the next 12 months. Advertisers want to understand who is reading your publication.

NFocus provides best-in-class solutions to improve your address quality, manage your mailing and postage, and analyze your readership.

### *Pre-Mailing*

A dirty list is an expensive list that can cost you thousands in returns. NFocus applies a complete bundle of address quality services to minimize expensive waste.



### *Mailing*

You benefit from the NFocus Data Processing department's vast postal knowledge and expertise. NFocus works with you to manage your postage regardless of the complexity of your list.

### *Post-Mailing*

Proprietary NControl reports map out your continued improvement by tracking quality, postage, and distribution. Galley audit reports used to verify circulation. The NFocus developed Audience NSight reports provide detailed demographic information about your readers, helping your advertisers reach the right audience.

NFocus is your complete publication data resource. Contact us today for more information.

### Address Quality Processing

NCOA®  
SuiteLink  
LACSLink®  
CASS™  
DPV®

### ACS Service Options

Full Service  
Traditional  
OneCode

### Address Resolution Services

3<sup>rd</sup> party database address  
correction service

### Mail Services

Presort  
Mail.dat  
DSF®  
Full Service IMb  
Inkjet Output

### NControl Report

Mailing/Split Totals  
Data Quality Overview  
Postage Summary

### NSight Report

Subscriber demographic  
review

\*\* United States Census Bureau

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*SOLUTIONS ROOTED IN DATA*

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**NFOCUS**  
The Data Agency