Apple /// Computer Information
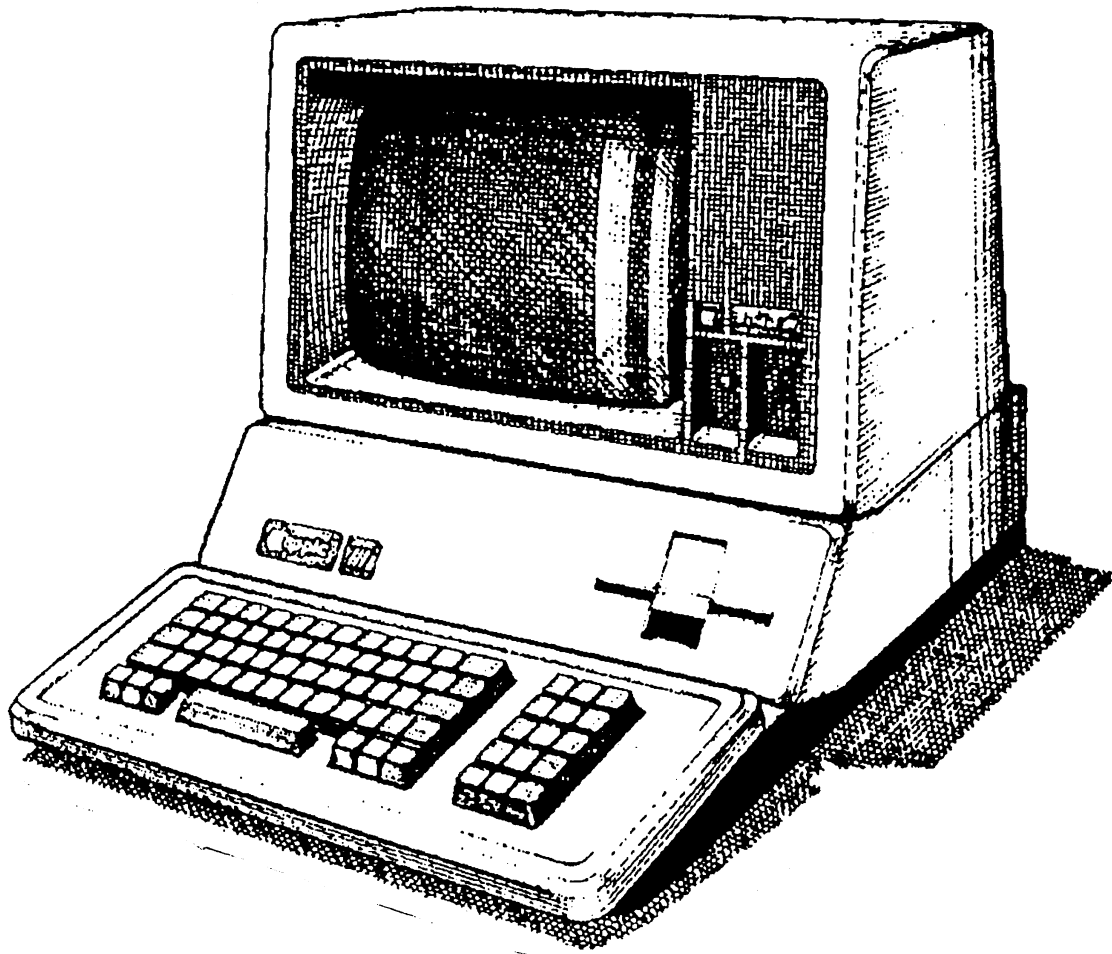
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│ SPECIFICATION: MAIL LIST MANAGER March 1982 │ 48
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Ex Libris David T. Craig

Mail List Manager
Professional Mail Lists and Labels at Your Fingertips

Applications Software

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MAR 82

Apple's Mail List Manager program for the Apple III lets you easily generate and maintain the mailing information and telephone listings of your customers, colleagues, prospects, and acquaintances. Designed for professional performance and ease of use, the program stores, sorts, edits, and prints mailing labels and phone lists in their entirety, or selectively by ZIP code, name, or any user-defined field.

Each Mail List Manager entry may contain up to six lines of user-definable information—enough to include a name, address, company name, and phone number, or whatever information is appropriate for your business needs. As many as 960 entries can be stored on a single diskette, and any number of diskettes may be combined to create a single large mailing list.

Fast and sophisticated sorting is routine with Mail List Manager. You can sort an entire diskette of mailing labels in less than two minutes. You can merge several lists to create a new, larger single list. And you can print letter-perfect mailing labels, phone lists, or customer information lists quickly and efficiently, saving hours of typing.

If you're looking for a more convenient, flexible way to keep important names, addresses, and telephone numbers organized and at your fingertips, Apple's Mail List Manager for the Apple III is the ideal solution.
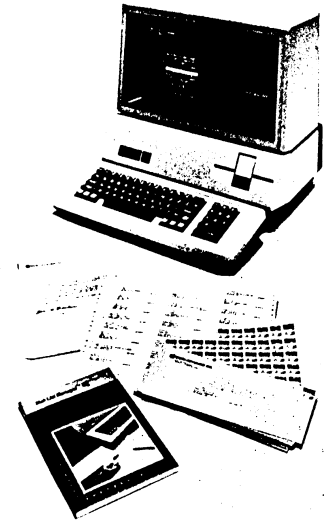
Benefits

Mail List Manager...
- allows you to maintain and generate mailing lists efficiently, because it stores, sorts, edits, and prints out labels at the touch of a few keys...
- requires no special training to use, because its menu and forms entry displays are simple and self-explanatory...
- increases your mailing list control, because it lets you sort mailing lists in either of two ways, and print mailing lists in their entirety—or just certain labels determined by fields within the label...
- speeds sorting, because a single diskette (holding information for up to 960 labels) can be sorted completely in less than two minutes...
- extends your system flexibility, because its unique, user-definable label formats and wide range of printing capabilities let you customize your list without any programming.
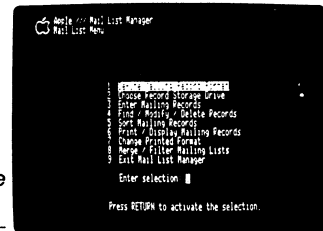
Mail List Manager—A Closer Look

To use Mail List Manager, just insert the program diskette into your disk drive and boot your Apple *III* system. Mail List Manager's main menu will appear on your video display. Through this menu, all the program's functions are accessed.

Label Formatting
The DEFINE MAILING LABEL FORMAT option allows you to select a standard mail list format, or to create one that meets your special needs.

By selecting the MAIL LIST MANAGER STANDARD FORMAT, you can tackle most mail list applications. This simple, predefined format lets you enter or modify an addressee's name, company name, street address, city, state, and ZIP code.

The NEW LABEL FORMAT menu option lets you define a six-line label with enough space for one or more field names per line. Any two fields can be designated "sort fields"—and you can quickly sort your list by name and/or ZIP code, or according to any other two parameters of your choice. NEW LABEL FORMAT also lets you determine which fields get printed on your labels. This means that sensitive information—like age, income, and credit ratings—can be conveniently, and confidentially, stored on diskette, right alongside names and addresses.

"_166.PICT" 976 KB 2001-08-22 dpi: 600h x 600v pix: 4407h x 6084v

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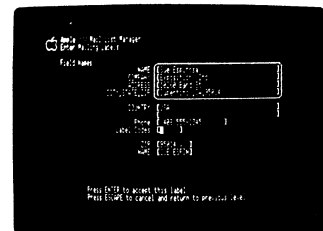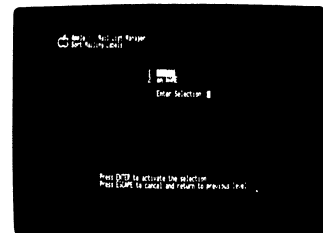
The PREVIOUS LABEL FORMAT menu option simply allows you to use—automatically—label formats you previously created and saved on diskette.

Label Entry

To create mailing labels, select the ENTER MAILING LABELS option from the main menu. You'll be prompted—by label field names that appear on your video display, followed by blank data entry areas—to enter information line-by-line. Simply type the information, and it will appear in the blank areas, looking just as you'll get it when printed.

Label Searching

Mail List Manager's FIND/CHANGE/DELETE LABELS option allows you to search and revise your list quickly. It will prompt you for an exact or approximate value or match for the primary sort fields. This approximate value—also called the "Soundex" feature—is particularly useful when you need to find a label, but are unsure of the exact spelling of the addressee's name.

In the event your list contains one or more labels with the same sort field value, the first label with the value is displayed. Using the Apple *III*'s arrow keys, you can then scroll through the other labels with the same sort field value.

You can easily modify or delete a label once it has been located. Pressing "M" for modify will allow you to use arrow keys to move through the label, making the required changes. Pressing "D" will allow you to delete the label.

Label Sorting

It's easy to sort your labels in sequence by using either of the two sort fields. Then you can print your labels, phone lists, or customer information in alphabetical, numerical, geographical, or other order. Just select the SORT MAILING LABELS option from the main menu, and specify your sort field (e.g., "Name"). The Mail List Manager can sort an entire diskette of 960 labels in less than two minutes.

Merging Label Files

If you have several lists of labels, all using the same label format, you may combine them into a single large list by selecting the MERGE MAILING LABELS option from the main menu. Mail List Manager will prompt you to specify the disk drives containing the merging lists and the disk drive creating the merged list, and will also ask you to name the new merged file.

Printing

Printing with the Mail List Manager is simple and flexible, allowing you to use your mailing label file for a variety of purposes.

By selecting the DISPLAY/PRINT LABELS option from the main menu, you may print mailing labels, phone lists (name and phone number), or any information stored under a particular label entry (e.g., credit ratings, favorite restaurants, birthday, etc.) that you don't want actually printed on the mailing label.

You may choose to print only a portion of a list, specifying a range of values you desire. For example, you could print mailing labels for all people who work for the company "Apple Computer," who also live in the state of "California," who also earn salaries that range between "$10,000" and $20,000." The output from the label file may be to a printer, or to the video display.

Mail List Manager uses any type of labels you require. By selecting the PRINT PARAMETERS option of the main menu, you can easily specify the physical dimensions of your labels, the number of labels across a page, and the space between each label. These specifications give you centered labels every time.

In addition, the label formatting and printing capabilities of Mail List Manager let you use it for other applications besides mailing labels. You could generate price labels or information files, for example—or badges or library cards, or lists of any kind. Mail List Manager actually has much of the flexibility of many data base management systems.

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The Apple *III* Mail List Manager is a sophisticated, yet intuitively easy-to-use tool which allows you to produce mailing labels effortlessly, as well as a large variety of information files, phone directories, and other lists—for all your personal business needs.

System Configuration

To use the Apple *III* Mail List Manager, you will need:
■ an Apple *III* system with 128K bytes RAM;
■ at least one additional Disk *III* drive;
■ Monitor *III* (or any suitable video display device);
■ a compatible printer* and printer interface*.

*Note: Apple *III* Computer Systems and Mail List Manager work with several printers and appropriate interfaces, including those specified below:
■ Printronix with Universal Parallel Interface Card (Apple Product A3B0002);
■ Qume Sprint 5 (Distributed Product D2M0060) using Apple *III* built-in RS-232 interface.

Technical Specifications

Format:
16-sector diskettes.

Label Formatting:
■ User-definable format with up to 11 fields;
■ Two user-definable sort fields;
■ 105 (sum of all label field entries) characters per label;
■ Up to 6 lines/label.

Max. Number Labels/diskette:
960.

Number of Diskettes:
Unlimited.

Typical Sort Time:
90 seconds for 960 labels (1 full diskette).

Printing Capabilities:
■ User-selectable printing by ranges for one or more fields within the label;
■ Flexible formatting to meet the physical specifications of your labels.

The Apple *III* Mail List Manager Package Order No. A3D0003

With your Mail List Manager order you will receive:
■ Mail List Manager program diskette;
■ one blank Mailing List diskette;
■ instruction manual.

"_168.PICT" 449 KB 2001-08-22 dpi: 600h x 600v pix: 4347h x 6167v