

Comma Delimited Text Files

SAMPLE CD file info: The sample data files are in a folder named 'sample'. The files are: radio.txt, tv.txt, daily.txt, weekly.txt and magazine.txt. Also included are category.txt, which lists magazine categories and 'layout.txt' which is a copy of the reverse side of this sheet.

COMPLETE CD file info:

In the **Radio folder:** Radio is in file 'Radio.txt'. Black radio is in file 'Black.txt'. Spanish-language radio is in file 'Spanish.txt'. Radio metro market ranks and cities appear in 'Ranks.txt'.

In the **TV folder:** TV stations are in 'TV.txt' and Spanish-language TV is in 'Spanish.txt'. TV metro market ranks and cities appears in 'TVRanks.txt'.

In the **Daily folder:** Daily papers are in 'Daily.txt'. Spanish-language papers are in 'Spanish.txt'.

In the **Weekly folder:** Newspapers are in 'Weekly.txt'. Black papers are in 'Black.txt'. Spanish-language papers are in 'Spanish.txt'.

In the **Magazine folder:** Magazines are in file 'Magazine.txt'. The file 'Category.txt' is a list of magazine categories and descriptions.

What is a comma-delimited text file?

This is a comma-delimited text file:

```
"Anchorage Daily News","PO Box 149001","Anchorage","AK","99514-9001","907-257-4200","907-258-2157","71","","82","http://www.adn.com/","newsroom@adn.com"
```

As you can see, these text files don't appear to be too useful if you simply view them on the CD. These files are meant to be imported into your software applications. All software applications can import comma-delimited text files. Whether you need to create a spreadsheet or a database or mailing labels or send email or faxes, the software that you use to perform these tasks can import the Gebbie Press All-In-One text files.

I use a Mac. Can I use these files?

Yes. Importing text files is a function of the software. The text file itself has no functionality; therefore, platform compatibility is not an issue. Whether you use Windows, Mac or any other operating system, you can use this product.

How do I import comma-delimited text files into my software?

It depends on your software. All software handles text file importing differently. Your very best resource is your software's pulldown **Help** menu. By typing the keywords **text import**, **import**

text, or **comma-delimited text file** into the **Help** menu selection window, you will retrieve import instructions.

If you are using Microsoft applications (Excel, Access, Word, Outlook, Outlook Express, PowerPoint, Publisher, etc.), an excellent resource is office.microsoft.com. This site provides support for all Microsoft software and includes the same sort of keyword search as described above.

Are any further instructions available from Gebbie Press?

Yes. Following are step-by-step instructions for importing comma-delimited text files into Microsoft's Windows 2003 versions of Excel and Outlook, as well as general guidelines for importing into Word. Even if you do not use any of these applications or use an operating system other than Windows, the general concept of importing text files into most software should be clear after going through these steps.

EXCEL: (Note - we now include Excel files that are ready to use - just click on the file name or open using Excel. These are instructions for importing comma delimited files into Excel.)

- Put the sample text file CD into your CD drive.
- Open Excel to a blank spreadsheet.
- Select *File*.
- Select *Open*.
- When *Open* dialog box opens on top of blank spreadsheet, select *All Files* from pulldown menu at bottom center of dialog box at *Files of type* prompt.
- Select your CD drive at *Look in* prompt at top of dialog box.
- Highlight **Sample** folder by clicking the word **Sample** once.
- Select *Open*.
- Highlight **Daily** text file by clicking the word **Daily** once.
- Select *Open*.
- The *Open* dialog box will close and a *Text Import Wizard-Step 1 of 3* dialog box will open on top of the blank spreadsheet.
- If *Delimited* is not already checked off with a green circle, check the circle.
- Select *Next* at bottom right of dialog box. This takes you to the Wizard's *Step 2 of 3*.

- In middle left of dialog box, locate *Delimiters*. Select *Comma* by checking the appropriate box and uncheck any other boxes in *Delimiters* section.
- Select *Next* at bottom right of dialog box. This takes you to the Wizard's *Step 3 of 3*. Make no changes, and select *Finish* at bottom right of dialog box.

Hint: Most Microsoft applications allow you to import Excel data from one application to another; so if you wish, you can create master Excel spreadsheets by importing the Gebbie Press text files just once and then do further importing from Excel rather than from the text files on CD. Please consult your software's "Help" menu or office.microsoft.com for specific instructions.

OUTLOOK:

- Put the sample text file CD into your CD drive.
- Locate the vertical navigation pane on the left side of your screen and select *Contacts* from the lower portion of the navigation pane. (Note: This screen description is the default or original view of 2003 Outlook. You or your system admin. may have reconfigured your particular system. If so, please locate the *Contacts* icon as you usually do.)
- Select *File*.
- Select *Import and Export* and an *Import and Export Wizard* dialog box will appear on the main *Contact* screen.
- In the Wizard dialog box, select *Import from another program or file* followed by selecting *Next* button at bottom right of dialog box.
- Select *Comma Separated Values (DOS)* and *Next*.
- Select *Browse* button.
- Select your CD drive at *Look in* prompt at top of *Browse* dialog box.
- Highlight **Sample** folder by clicking the word **Sample** once.
- Select *Open*.
- Highlight **Daily** text file by clicking the word **Daily** once.
- Select *OK*, and the *Browse* dialog box will close, and you will return to the *Import Wizard* dialog box. The selected file will now appear in the **File to import:** window. Disregard the **Options** choice in center of dialog box and select *Next*.

- Select *Contacts* and *Next*.
- Window in dialog box reads **Import “DAILY.TXT” into folder: Contacts** There is a check box at the start of that item. Click that check box once. Then *Map Custom Fields...* button becomes live. Click it once, and *Map Custom Fields* dialog box appears.
- The left side of the box is headed with the word **Value** which are the Gebbie Press-defined field names for each item. On the right side of the box are Microsoft’s predefined field names (under heading **Field**), along with a blank column headed **Mapped from**.
- At this point, we must “explain” to Outlook what the Gebbie Press-defined names mean. This is done by dragging-and-dropping names from the **Value** column to the **Mapped from** column, next to the appropriate **Field** column.
- For example, place your cursor on the word **Paper** on the left side. Click your left mouse button and hold it down. While holding it, drag the word **Paper** to the **Mapped from** column next to the word **Company** in the **Field** column and release the left mouse button. You have now “told” Outlook that when it encounters the field name **Paper** while importing, it should always import it as a **Company** name.
- For the purpose of these instructions, we’ll map only email and phone number **Values**. When using the actual product, you will choose for your ease of use what “**Value**” should correspond with what **Field**. For example, we include circulation numbers for Morning, Evening and Sunday editions, but there are no such **Field** names, so you will have to select what you’ll use as a substitute from the many **Field** names Outlook does have built in.
- Using the drag-and-drop method described above, drag **Phone** from **Value** column to **Mapped from** column next to **Business Phone** in **Field**.
- Using the drag-and-drop method described above, drag **Email** from **Value** column to **Mapped from** column next to **E-mail Address** in **Field**.
- Select *OK*.
- Select *Finish*.

WORD:

The Gebbie Press text files work with Word’s **Mail Merge** function. Please keep in mind that **Mail Merge** is a function of the Word software application, not a function of the text files – as stated above, text files have no functionality.

If you are unfamiliar with the **Mail Merge** function, please consult Word’s *Help* menu for a complete walk-through.

- Put the sample text file CD into your CD drive.

- Open Word to a blank document.
- Select *Tools*.
- Select *Letters and Mailings*
- Select *Mail Merge*.
- Mail Merge instruction pane opens on right side of document screen. Follow instructions regarding your document (letter, labels, etc.)
- When you reach “Step 3 of 6”, under **Select recipients** select *Use an existing list*.
- Under **Use an existing list** select *Browse*.
- When *Select Data Source* dialog box opens on top of document, select *All Files* from pulldown menu at bottom center of dialog box at *Files of type* prompt.
- Select your CD drive at *Look in* prompt at top of dialog box.
- Highlight **Sample** folder by clicking the word **Sample** once.
- Select *Open*.
- Highlight **Daily** text file by clicking the word **Daily** once.
- Select *Open*.
- *Mail Merge Recipient* dialog box now opens on top of document, and this box contains the sample Daily file listings, along with detailed instructions of how to select and sort recipients.

FIELD ORDER	MAGAZINES	MAX LENGTH
1	Magazine	32
2	Address	38
3	City	24
4	State	2
5	Zip	10
6	Phone	12
7	Fax	12
8	Category	3
9	Circ	6
10	Pub/Freq (Publisher/Frequency)	70
11	Readership	120
12	Editor	32
13	URL	100
14	EMail	40

FIELD ORDER	WEEKLIES	MAX LENGTH
1	Paper	40
2	Address	38
3	City	24
4	State	2
5	Zip	10
6	Phone	12
7	Fax	12
8	Circ	6
9	URL	100
10	EMail	40

FIELD ORDER	DAILIES	MAX LENGTH
1	Paper	40
2	Address	38
3	City	24
4	State	2
5	Zip	10
6	Phone	12
7	Fax	12
8	Circ	6
9	URL	100
10	EMail	40

FIELD ORDER	TELEVISION	MAX LENGTH
1	Station	4
2	Address	32
3	City	20
4	State	2
5	Zip	10
6	Phone	12
7	Fax	12
8	Network	3
9	Rank	3
10	URL	100
11	Email	40

FIELD ORDER	RADIO	MAX LENGTH
1	Station	4
2	Format	5
3	Band	2
4	Address	38
5	City	24
6	State	2
7	Zip	10
8	Phone	12
9	Fax	12
10	Rank	3
11	URL	100
12	Email	40

FIELD ORDER	RADIO/TV RANKS	MAX LENGTH
1	Rank	3
2	Market	50

FIELD ORDER	MAGAZINE CATEGORIES	MAX LENGTH
1	Category	3
2	Description	60

Radio formats: A-Adult Contemporary, B-Big Band, C-Country, D-Asian, E-Ethnic, F-Farm, G-Gospel, H-Contemporary Hits, I-International, J-Jazz, K- Business, L-Classical, M-Middle of the Road, N-News, O-Oldies, P-Public Radio, Q- Religious, R-Rock, S-Sports, T-Talk, U-Urban Contemporary, V-Educational/College, W-Black, X-Rhythm & Blues, Y-Hispanic, Z-Easy Listening

TV Network field: ABC, CBS, CW, FOX, IND-Independent, ION, MY, NBC, PBS, REL- Religious, SPN- Spanish Language

Ranking field: Denotes general size of audience. For TV from 1 to 210, for Radio from 1 to 292, with 1 being the largest audience. This field is 999 for smaller, non-ranked stations.

For newspaper databases, circulation figures are given in **thousands**. Magazine circulations are read as is.

Radio Stations	
AM listings:	3,979
FM listings:	6,804
AM E-mails:	2,419
FM E-mails:	4,876
AM URL's:	2,711
FM URL's:	5,733
Hispanic	497
Black	335
Faxes:	9,957

TV Stations	
Total listings:	1,421
Faxes:	1,373
E-mails:	1,172
URL's:	1,359
Hispanic	86

Weekly Papers	
Total listings:	5,693
Faxes:	5,073
E-mails:	4,824
URL's:	3,842

Black Papers	173
Hispanic Papers	169

Note: Some publishers publish more than one paper. Total papers covered is 7,679.

Daily Papers	
Total listings:	1,417
Faxes:	1,414
E-mails:	1,401
URL's:	1,396

Hispanic Papers	16
-----------------	----

Magazines	
Total listings:	2,722
Faxes:	2,646
E-mails:	2,604
URL's:	2,707