

# Mailing Labels in Minutes Using the SAS® URL Access Method

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## ABSTRACT

When producing mailing labels, it is important that address information is current, accurate and accessible. If the target audience is state legislators, the World Wide Web (Web) is an excellent address information source. This paper discusses (1) how the Macro language is used to access multiple URLs, (2) how address information is read off the Web using the SAS URL Access Method, and (3) how PROC FORMS is used to create mailing labels.

## INTRODUCTION

Arkansas has 135 state legislators. Frequently, they are mailed publications and newsletters containing important health-related information relevant to health policy and programmatic issues. By interacting directly with the Web, the SAS URL Access Method provides an efficient and automated front end from which address information is gathered, maintained, and formatted.

The SAS program used to produce mailing labels is in the Appendix. Address information is accessed from a Web page, written to an SAS data file and repeated for each legislator. Once the address data file is prepared, mailing labels are generated and stored in ASCII format, which can be printed for one or multiple mailings.

## ACCESSING AN INDIVIDUAL WEB PAGE

A separate Web page is devoted to each Arkansas legislator. The only difference in the URLs are the last characters, which range numerically from 1 to 135. For example,

<http://www.arkleg.state.ar.us/scripts/ablr/members/>

*members3b.idc?mcode=128*

refers to the legislator whose Web page is 128th in a series of 135.

A Web page is accessed with a FILENAME statement

```
FILENAME WEBIN &INWEB;
```

where WEBIN is a fileref and &WEBIN contains the URL option and the URL Web address.

For a particular legislator, Figure 1 shows an example of the page source HTML containing mailing address information.

Figure 1: Legislator Page Source HTML

```
<FONT SIZE=4 COLOR="#0000F0"><B>Senator Nick Wilson</B></FONT>
</CENTER>
<HR SIZE=4 NOSHADE>
<IMG ALIGN="RIGHT" vspace = 10 SRC="/images/128.jpg">
<font size=2><B>Address : </B>P.O. Box 525<BR>
<B>City : </B>Pocahontas<BR>
<B>Zip Code : </B>72455<BR>
```

Referring to the program in the Appendix, the INPUT statement reads the legislative title, name, address, city and zip code.

```
INPUT #1 @33 JOBTITLE $CHAR3. @;
IF JOBTITLE='Sen' THEN
    INPUT @41 NAME $CHAR30.;
IF JOBTITLE='Rep' THEN INPUT
    @48 NAME $CHAR30.;
INPUT #5 @31 ADDRESS $CHAR30.
#6 @15 CITY $CHAR25.
#7 @19 ZIP $CHAR5.;
```

The starting location for the name depends on the