

BEST PRACTICES FOR PREPARING A VARIABLE DATA PRINT JOB

The Data

- The preferred file format for client data is tab-delimited or CSV with a header record
- Do not include hidden fields/records
- Always include field headers that are named as you will call out in art or supplementary documentation
- Keep header names simple, short and unique; avoid using special characters or exceeding 10 characters in length;
- Unused/unneeded fields should be removed from data
- Confirm necessary fields are populated. For some fields, such as firm or title, underpopulated may be acceptable; for others, such as Address1 or Zip, full population is critical
- If possible, build address fields as follows:
 - Prefix*
 - First
 - Middle*
 - Last
 - Suffix*
 - Title*
 - Firm*
 - Address1
 - Address2*
 - City
 - State
 - Zip

*optional fields
- The art can provide mapping on 1 to 1 data to art (*see art section and next page for more on this*)
- Please include supplementary documentation to explain if conditional, versioned, using lookup tables, or if fields within the data drive other variable functions
- If using variable images place exact filename into data field; ensure images share common aspect ratio

The Art

- Use standard graphic software such as InDesign
- For 1 to 1 field mapping simply denote variable field to use; call out variables with <>; for example <First> to denote where field "First" will go
- Ensure the field names used in art match the data
- Create a variable definition layer and add text note over top of image to denote which variable field will drive this; for image variables place one image as placeholder
- Send InDesign package file to submit
- See next page for graphical example

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Prefix	First	Middle	Last	Suffix	Title	Firm	Address1	Address2	City	State	Zip	Cost	Offer	Value	Image
2	Mr.	John	R.	Doe				123 Main Street	Suite 200	Madison	WI	55555	\$4.00	Burger	\$2.00	Burger.tif
3	Mrs.	Jane	E.	Doe				123 Main Street		Madison	WI	55555	\$2.00	Fry	\$1.00	Fries.tif
4		Bob	S.	Smith		Burger Lover		123 Main Street		Madison	WI	55555	\$4.00	Burger	\$2.00	Fries.tif

Example Data File

Dear <First>,

Here at Sliders, we pride ourselves on serving up the very best Burger and Fries in the land. We take great care to only use the very best ingredients and think you'll agree that we cannot be beat for taste and quality.

And now, with this limited offer we'd like to add value as well.

We appreciate your business and would love for you to stop in again sometime at your local Sliders location. Order one <Offer> for <Cost> and receive a 2nd <Offer> for half off, for a value of <Value>.

Thank you for your previous patronage, <First>. We hope to see you again real soon.

Sincerely,
Your friends at Sliders®



SLIDERS

[1000 Uniek Drive, Waunakee WI 53597]
[608-849-1000] | [suttle-strauss-sliders.com]

<First> <Last>
<Address1>
<Address2>
<City>, <State> <Zip>

SLIDERS

[1000 Uniek Drive] [Waunakee, WI 53597]

[608-849-1000] [suttle-strauss-sliders.com]

Example Art Files