DIRECT MAIL VARIABLE DATA FILE SETUP



Preparing Your Data Source

- You can use any spreadsheet program, such as Microsoft Excel, to create your data source as long as it uses standard delimited ASCII files that support normal tab or comma delimited files.
- Place all of the variable elements within the spreadsheet. Each column in the spreadsheet represents a different variable field in the document. Each consecutive row contains the actual data for the finished document.
- When using variable images you only need to place the file name in the data fields. You must, however, use the exact file name of the image file excluding the extension.

Types of Variable Data

VARIABLE TEXT

- Variable text will be triggered via the data source file
- Variable text, if relatively short in length (ie. names, phrases), can be included in the data source record file
- Larger sections of variable text can be utilized via the use of assets

VARIABLE IMAGES

- Images will be triggered via the data source file
- Make sure all variable images that will be placed in the same position are the exact same dimensions for optimal results, otherwise the images will be scaled to fit.
- Image names must be added to the data source DO NOT include the extension
- Package all variable images in a folder titled "Assets"

VARIABLE VERSIONS

- Multiple layout versions can be used as variables, triggered from the data source
- Layouts must be common dimensions

Layout Files

INDESIGN FILES PREFERRED

- menu

PDF

- positioning

Submitting Files to Thysse

- Layout File (InDesign package, PDF's)

Proofing Variable Files

• Use the "package" method under File

• Be sure to include all necessary variable elements outside the project folder

• Create a separate PDF of the "VDP Layer" as a guide for variable layout/

Include fonts to be used in variable text

 Include all necessary variable elements outside the project folder

Data Source (csv, excel)

• Asset Folder (variable images)

- A "proof" is a preview of your press-ready file, allowing you to examine and confirm layout, text and content before your order goes to press. We rely on your thorough inspection of the proof to detect and correct errors. Orders will not go to press until we receive your proof approval.
- We will provide a high resolution PDF proof file of 100 records output from the data source (if you prefer a different quantity please let your Project Manager know and we will accommodate)

EXAMPLES OF **VARIABLE TEXT**

Variable text is pulled in directly from the data source file.

When we receive your data file we process the list according to USPS standards, typically Columns A-H contain all fields required by the USPS (after processing), these form the variable address block including the Name, Address, City, State and Zip fields.

DATA SOURCE

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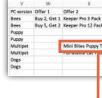
FINAL MERGED ART





DATA SOURCE

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Any field in the data can be pulled into the art work file and used as variable data.

EXAMPLES OF VARIABLE IMAGES

Variable images are pulled from the Assets folder which is linked to the data source by the image name.

Images are swapped out according to the data source record.

DATA SOURCE

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Buy 2, Get 1 FREE on all Bee Frames	
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DATA SOURCE

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EXAMPLES OF VARIABLE VERSIONS

Multiple layout versions can be used as variables, pulled from the data source (must be common dimensions) Rules based variables are setup in the layout document to show and hide the versions when output

"BEES" MERGED VERSION



"PUPPY" MERGED VERSION



"MULTIPET" MERGED VERSION



"DOGS" MERGED VERSION

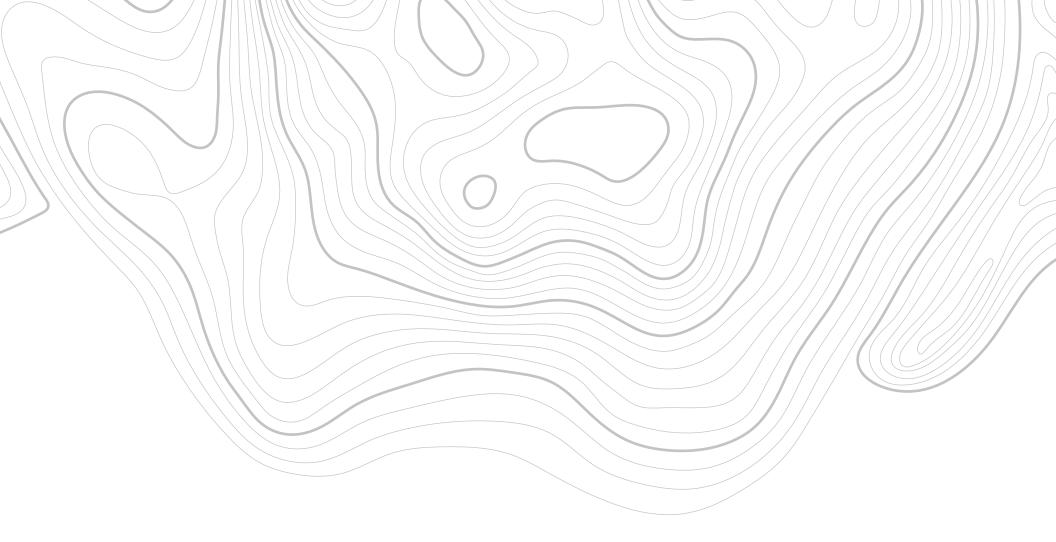














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