

DIRECT MAIL

VARIABLE DATA FILE SETUP



thysse

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

- Use the "package" method under File menu
- Be sure to include all necessary variable elements outside the project folder

PDF

- Create a separate PDF of the "VDP Layer" as a guide for variable layout/positioning
- Include fonts to be used in variable text
- Include all necessary variable elements outside the project folder

Submitting Files to Thyse

- Data Source (csv, excel)
- Layout File (InDesign package, PDF's)
- Asset Folder (variable images)

Proofing Variable Files

- 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

1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
2	Sort Position	Endorsement Line	Bundle Number	Tray Number	Pallet Number	Break Mark	Numeric IM Barcode	IM Barcode	Prefix	First Name	Middle Initial	Last Name	Suffix	Title	Business	Address 1	Address 2	City	State	Zip	Country
3	S001	*****AUTO**ALL FOR AADC 535	0	0					Ms.	Jessica	L	Fleg				393 Grove St.		Lake Mills	WI	53551	
4	S002	*****AUTO**ALL FOR AADC 535	0	0					Debra			Riedel				5756 Rosslare Ln		Fitchburg	WI	53711	
5	S003	*****AUTO**ALL FOR AADC 535	0	0					Jack			Coleman	Jr	Attn: Marketing	Coleman Co	123 Campers Dr	Ste 200	Madison	WI	53704	
6	S004	*****AUTO**ALL FOR AADC 535	0	0					Betty			Moen				3333 Bird Rd	Apt 4	Lake Geneva	WI	53147	
7	S005	*****AUTO**ALL FOR AADC 535	0	0					Mr	Lewis	J	Clark		Surveyor		5353 River Way		Portage	WI	53901	
8	S006	*****AUTO**ALL FOR AADC 535	0	0					Jon			Gutenberg		CEO	MNO Printing	678 Spot Color Ct		Milwaukee	WI	53202	
9	S007	*****AUTO**ALL FOR AADC 535	0	0					Bartholomew			Augustus				112987 Long Name Rd	PO Box 12345	Milwaukee	WI	53201	
10	S008	*****AUTO**ALL FOR AADC 535	0	0					Anastasia			Zimmerman				213458 Main St		Madison	WI	54714	

FINAL MERGED ART



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

DATA SOURCE

1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
2	Sort Position	Endorsement Line	Bundle Number	Tray Number	Pallet Number	Break Mark	Numeric IM Barcode	IM Barcode	Prefix	First Name	Middle Initial	Last Name	Suffix	Title	Business	Address 1	Address 2	City	State	Zip	Country
3	S001	*****AUTO**ALL FOR AADC 535	0	0					Ms.	Jessica	L	Fleg				393 Grove St.		Lake Mills	WI	53551	
4	S002	*****AUTO**ALL FOR AADC 535	0	0					Debra			Riedel				5756 Rosslare Ln		Fitchburg	WI	53711	
5	S003	*****AUTO**ALL FOR AADC 535	0	0					Jack			Coleman	Jr	Attn: Marketing	Coleman Co	123 Campers Dr	Ste 200	Madison	WI	53704	
6	S004	*****AUTO**ALL FOR AADC 535	0	0					Betty			Moen				3333 Bird Rd	Apt 4	Lake Geneva	WI	53147	
7	S005	*****AUTO**ALL FOR AADC 535	0	0					Mr	Lewis	J	Clark		Surveyor		5353 River Way		Portage	WI	53901	
8	S006	*****AUTO**ALL FOR AADC 535	0	0					Jon			Gutenberg		CEO	MNO Printing	678 Spot Color Ct		Milwaukee	WI	53202	
9	S007	*****AUTO**ALL FOR AADC 535	0	0					Bartholomew			Augustus				112987 Long Name Rd	PO Box 12345	Milwaukee	WI	53201	
10	S008	*****AUTO**ALL FOR AADC 535	0	0					Anastasia			Zimmerman				213458 Main St		Madison	WI	54714	

V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS
PC version	Offer 1	Offer 2	Offer2 price	Promo Code	QR code	Percent Off	Expire Date	Mnth Special RED	BK Image1	BK Image1A Descpt	BK Image1B Descpt	BK Image2	BK Image2A Descpt	BK Image2B Descpt	BK Image3	BK Image3A Descpt	BK Image3B Descpt	BK Image4	BK Image4A Descpt	BK Image4B Descpt	BK Image5	BK Image5A Descpt	BK Image5B Descpt
Bees	Buy 2, Get 1	Keeper Pro 3 Pack	\$11.99	HONEYCOMB24	pollyspetsupply.com/beekeeping	25%	February 15		minibitesdog	MINI-BITES	Puppy Treats	greybed	PUZZYWUZZY'S	Grey Dog Bed	puppyshampoo	PUPPY SHAMPOO	Polly's Puppy Shampoo	wastebags	WALKABOUT BAGS	Dog Waste Bags	scrates	SAFEHAVEN	X5 Dog Crate
Bees	Buy 5, Get 2	Keeper Pro 12 Pack	\$64.99	HONEYCOMB24	pollyspetsupply.com/beekeeping	25%	February 15		minibitesdog	MINI-BITES	Puppy Treats	purplebed	COMFYNEST	Dog Bed	puppyshampoo	PUPPY SHAMPOO	Polly's Puppy Shampoo	wastebags	WALKABOUT BAGS	Dog Waste Bags	scrates	SAFEHAVEN	X5 Dog Crate
Puppy				PUPPYLOVE15	pollyspetsupply.com/puppy	15%	February 29	FEBRUARY SPECIAL!	minibitesdog	MINI-BITES	Puppy Treats	greybed	PUZZYWUZZY'S	Grey Dog Bed	puppyshampoo	PUPPY SHAMPOO	Polly's Puppy Shampoo	wastebags	WALKABOUT BAGS	Dog Waste Bags	scrates	SAFEHAVEN	X5 Dog Crate
Puppy				PUPPYLOVE15	pollyspetsupply.com/puppy	15%	February 29	FEBRUARY SPECIAL!	minibitesdog	MINI-BITES	Puppy Treats	purplebed	COMFYNEST	Dog Bed	puppyshampoo	PUPPY SHAMPOO	Polly's Puppy Shampoo	wastebags	WALKABOUT BAGS	Dog Waste Bags	scrates	SAFEHAVEN	X5 Dog Crate
Multipet					pollyspetsupply.com	15%	February 29	FEBRUARY SPECIAL!	minibitesdog	MINI-BITES	Puppy Treats	purplebed	COMFYNEST	Dog Bed	puppyshampoo	PUPPY SHAMPOO	Polly's Puppy Shampoo	wastebags	WALKABOUT BAGS	Dog Waste Bags	scrates	SAFEHAVEN	X5 Dog Crate
Multipet					pollyspetsupply.com	15%	February 29	FEBRUARY SPECIAL!	minibitesdog	MINI-BITES	Puppy Treats	purplebed	COMFYNEST	Dog Bed	puppyshampoo	PUPPY SHAMPOO	Polly's Puppy Shampoo	wastebags	WALKABOUT BAGS	Dog Waste Bags	scrates	SAFEHAVEN	X5 Dog Crate
Dogs				BESTFRIEND25	pollyspetsupply.com/dogs	25%	January 31		rawhidefree	ASSORTED DOG TREATS	Rawhide Free	goldretblend	POLLY'S DOG FOOD	Golden Retriever Blend	pollyshampoo	CALMING SHAMPOO	Polly's Dog Shampoo	i-krates	SAFEHAVEN	L and XL Dog Crate	wastebags	WALKABOUT BAGS	Dog Waste Bags
Dogs				BESTFRIEND10	pollyspetsupply.com/dogs	10%	January 31		rawhidefree	ASSORTED DOG TREATS	Rawhide Free	goldretblend	POLLY'S DOG FOOD	Golden Retriever Blend	pollyshampoo	CALMING SHAMPOO	Polly's Dog Shampoo	i-krates	SAFEHAVEN	L and XL Dog Crate	wastebags	WALKABOUT BAGS	Dog Waste Bags

FINAL MERGED ART



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.

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

DATA SOURCE

	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS
PC version	Offer 1	Offer 2	Offer2 price	Promo Code	QR code	Percent Off	Expire Date	Month Special	BK Image1	X Image1A Descpt	BK Image1B Descpt	BK Image2	BK Image2A Descpt	BK Image2B Descpt	BK Image3	BK Image3A Descpt	BK Image3B Descpt	BK Image4	BK Image4A Descpt	BK Image4B Descpt	BK Image5	BK Image5A Descpt	BK Image5B Descpt
Bees	Buy 2, Get 1	Keeper Pro 3 Pack	\$11.99	HONEYCOMB24	pollyspetsupply.com/beekeeping																		
Bees	Buy 5, Get 2	Keeper Pro 12 Pack	\$44.99	HONEYCOMB24	pollyspetsupply.com/beekeeping																		
Puppy				PUPPYLOVE25	pollyspetsupply.com/puppy	25%	February 15		minibitesdog	MINI-BITES	Puppy Treats	greybed	FUZZYWUZZY'S	Grey Dog Bed	puppyshampoo	PUPPY SHAMPOO	Polly's Puppy Shampoo	wastebags	WALKABOUT BAGS	Dog Waste Bags	xcrate	SAFHAVEN	XS Dog Crate
Puppy				PUPPYLOVE15	pollyspetsupply.com/puppy	15%	February 15		minibitesdog	MINI-BITES	Puppy Treats	purplebed	COMFYNEST	Dog Bed	puppyshampoo	PUPPY SHAMPOO	Polly's Puppy Shampoo	wastebags	WALKABOUT BAGS	Dog Waste Bags	xcrate	SAFHAVEN	XS Dog Crate
Multipet		Mini Bites Puppy Treats	\$9.99		pollyspetsupply.com	10%	February 29	FEBRUARY SPECIAL	minibitescat														
Multipet		Purrataste Cat Food	\$10.99		pollyspetsupply.com	15%	February 29	FEBRUARY SPECIAL	minibitescat														
Dogs				BESTFRIEND25	pollyspetsupply.com/dogs	25%	January 31		rawhidefree	SSORTED DOG TREATS	Rawhide Free	goldretblend	POLLY'S DOG FOOD	Golden Retriever Blend	pollyshampoo	CALMING SHAMPOO	Polly's Dog Shampoo	l-xcrate	SAFHAVEN	L and XL Dog Crate	wastebags	WALKABOUT BAGS	Dog Waste Bags
Dogs				BESTFRIEND10	pollyspetsupply.com/dogs	10%	January 31		rawhidefree	SSORTED DOG TREATS	Rawhide Free	goldretblend	POLLY'S DOG FOOD	Golden Retriever Blend	pollyshampoo	CALMING SHAMPOO	Polly's Dog Shampoo	l-xcrate	SAFHAVEN	L and XL Dog Crate	wastebags	WALKABOUT BAGS	Dog Waste Bags

FINAL MERGED ART



Name	Date Modified
crate.jpg	Oct 24, 2023 at 2:45 PM
goldretblend.psd	Oct 20, 2023 at 1:52 PM
greybed.psd	Oct 19, 2023 at 1:15 PM
l-xcrate.jpg	Oct 20, 2023 at 12:59 PM
minibitescat.psd	Oct 19, 2023 at 2:51 PM
minibitesdog.psd	Oct 19, 2023 at 1:28 PM
pinkbed.psd	Yesterday at 2:53 PM
pollyshampoo.psd	Oct 19, 2023 at 1:19 PM
puppyshampoo.psd	Oct 19, 2023 at 1:19 PM
purplebed.psd	Oct 24, 2023 at 2:45 PM
rawhidefree.jpg	Oct 17, 2023 at 4:09 PM
wastebags.psd	Oct 19, 2023 at 12:57 PM
xs-crate.psd	Oct 24, 2023 at 2:45 PM
xscrate.psd	Oct 19, 2023 at 1:24 PM

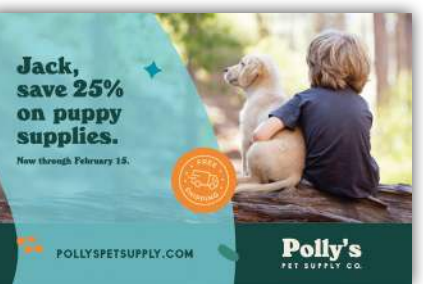
DATA SOURCE

V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS
PC version	Offer 1	Offer 2	Offer2 price	Promo Code	QR code	Percent Off	Expire Date	Month Special	BK Image1	BK Image1A Descpt	BK Image1B Descpt	BK Image2	BK Image2A Descpt	BK Image2B Descpt	BK Image3	BK Image3A Descpt	BK Image3B Descpt	BK Image4	BK Image4A Descpt	BK Image4B Descpt	BK Image5	BK Image5A Descpt	BK Image5B Descpt
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"BEES" MERGED VERSION



"PUPPY" MERGED VERSION

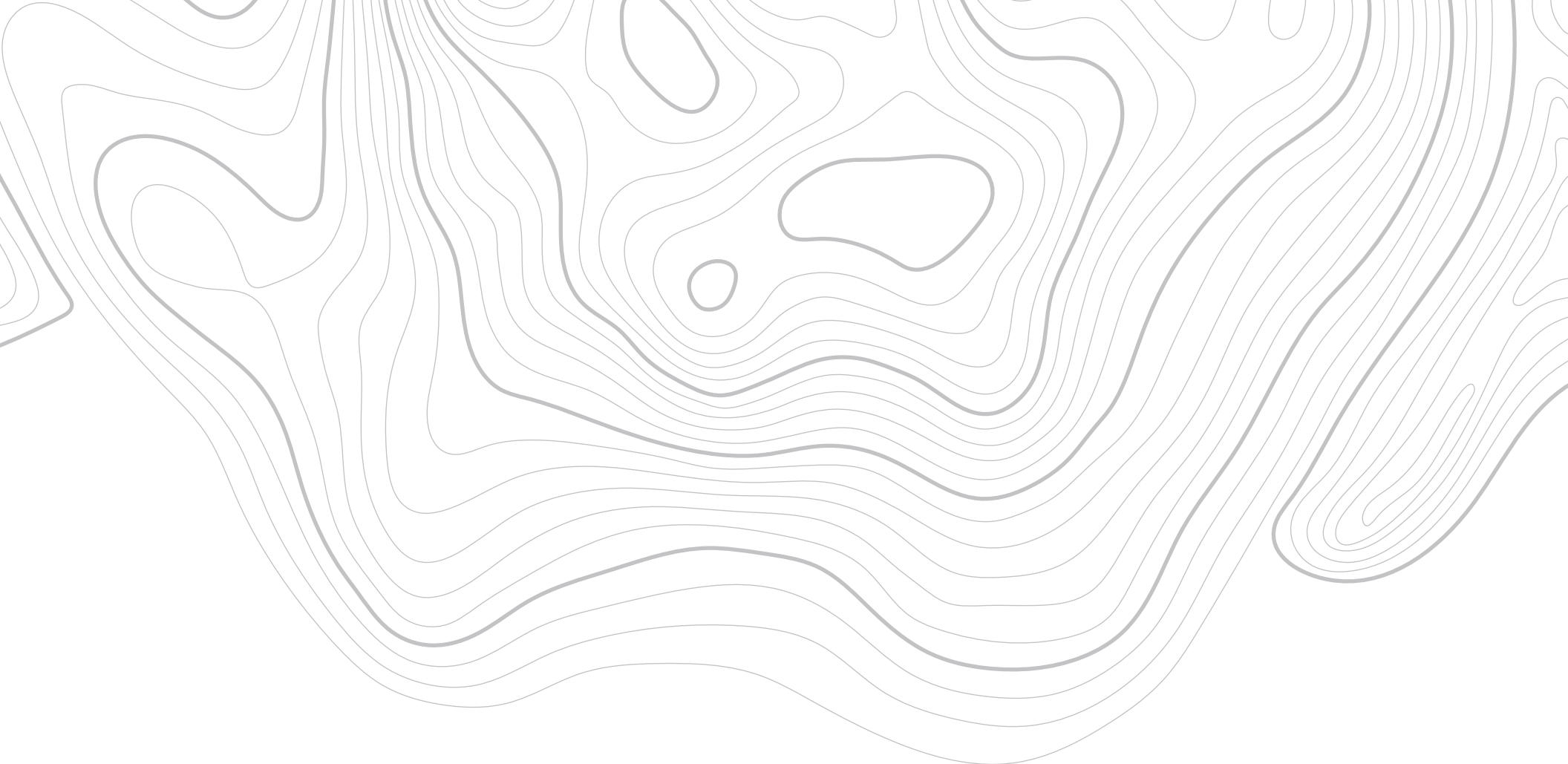


"MULTIPET" MERGED VERSION



"DOGS" MERGED VERSION





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