VDP (Variable Data Print) Guide

With the increasing growth of **VDP** Marketing, Connolly Printing would like to assist you by giving you a simple step by step variable print guide. Our guide references the photo examples of both printed output as well as database structure seen below.

1.

Open your mailing list data file (if you're doing a **VDP** mailing based upon a mailing list you already have) ***or*** open a new spreadsheet to create one from scratch.

2.

Count how many variables you intend on having on your **VDP** job and create separate fields for them in the spreadsheet (remember to keep your field names simple and something that both

you and your contact/designer can easily understand based upon your job).

Note: If your VDP job contains variable images, please keep the filenames simple and consistent with variable field name in the spreadsheet (please keep all images in jpeg/jpg format and include extension in filename on spreadsheet).

3.

Input your data into appropriate fields.

Note: If you're working from an existing spreadsheet file, the recommended method to input your variable data would be to sort the list by an indicator (city/town, neighborhood or whatever else is being used to specify your targets).

Note: If you're creating your own from scratch it is recommended that you create an indicator field if one does not already exist in the standard data that will help you sort your file.

4.

Save your file as an **.xls** when using excel or **.csv** (comma separated values) if using any other spreadsheet/database program.

Note: Please put all images and data file into an empty folder, then compress it to a zipped file before sending.

Sal

First

Last

Address

City

State

Zip

Tagline

Image

Quote

Jill

Jillian

McHenry

56 Market Street

Wilmington

MA

3974

New High School in Wilmington!

img1_highschool.jpg

new High School proposal!

Ted

Theodore

Danson

8 Overlook Avenue

Watertown

MA

3975

New Track For Watertown!

img2_track.jpg

new track for Watertown!

Steve

Stephen

Murphy

16 Garden Parkway, Unit 4

Winthrop

MA

3972

Extended Pre-K Program!

img3_prek.jpg

extended Pre-K program!

Martha Fitzgerald
is supporting a...
NEW HIGH SCHOOL IN WILMINGTON!
Variable Tagline
Variable Image
Variable Quote
Variable Quote
Variables
Variable Mail Data
Hi Jill,
Martha Fitzgerald
for school committee
like to let you know th
new High School pro
Martha Fitzgerald
is supporting a...
NEW TRACK FOR WATERTOWN!
Hi Ted,
I'm Martha Fitzgerald
for school committee
like to let you know th
new track for Waterto

{loadposition social}