

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

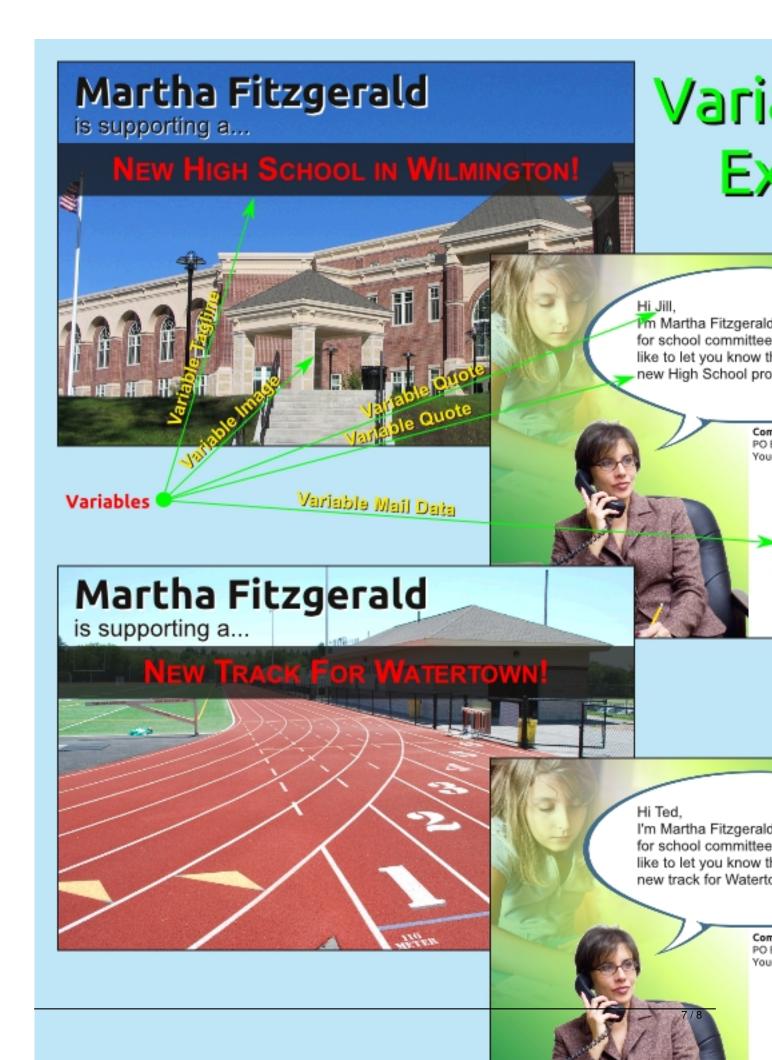
you and your contact/designer can easily understand based upon your job).
Note: If your VDP job contains variable images, please keep the filenames simple and consistent with variable field name in the spreadsheet (please keep all images in jpeg/jpg format and include extension in filename on spreadsheet).
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!	



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