



PrintShop Mail Database Fundamentals Guide



This guide will review key elements of database usage within PrintShop Mail. Basic data setup types, preparing fields for variable data use and useable file types will be covered. Also included are file export instructions for various software programs.

Basic Data Setup

A database is a collection of information that is itemized for many uses. Database information can be separated in many ways. PrintShop Mail software reads and separates the information horizontally from the database file. Comma and Tab separated text files are common for variable data use.

Below is a address label and the “raw” text string used to create it:

John Norris
2525 Bluejay Way
Inwood NY 11096

John,Norris,2525 Bluejay Way,Inwood,NY,11096

In the example above, the “raw” text string is comma-separated. If you were reading the headers for this record, they would probably look like this: First Name,Last Name,Address,City,State,ZIP.

A Tab-Separated text file uses tabs to separate the field information. Below is an example:

Michelle>Owens>342 Taft St.>Glendale>CA>91606¶
Jane>Johnson>5643 Soft Ave>Glendale>CA>91606¶

The (>) represents the “tab” symbol and the (¶) represents the “hard return.” (These symbols are visible only if the non-printing characters are viewable in the “native” software program.)

Comma and Tab separated files can be generated by most software programs and are usable within PrintShop Mail.

Creating a Database

When creating a database of 50,000 records or less, a spreadsheet program such as Excel or Lotus 123 can be used. 50,000+ record sized databases should be created using a database program such as Access or FileMaker Pro. These programs can save the file in a usable format for PrintShop Mail.

It is also recommended that Header Fields (bold) are included, it makes it easier to identify content of a fields. See example below:

First Name	Last Name	Company	Address	City	State	ZIP	Image
Martin	Smith	Henk Motors	123 4th St	Little Rock	AR	72117	1.tif
Kathy	Wells	ABC Auto	567 6th Ave	Burbank	CA	91505	3.tif

If the customer only has a word processing program, make sure they put a tab or comma between the field separations, with a “hard return” at the end of each record, then save the file as a “text” file.



PrintShop Mail

Database Fundamentals Guide



Usable File Formats

The following formats can be used by PrintShop Mail software:

	<u>File Type</u>	<u>File Extension</u>	<u>Platform</u>
<input type="checkbox"/>	ASCII delimited	.csv & txt	Mac & WIN
<input type="checkbox"/>	Dbase	.dbf	Mac & WIN
<input type="checkbox"/>	MS Access	.mdb	WIN
<input type="checkbox"/>	MS Excel	.xls	WIN
<input type="checkbox"/>	ODBC support	SQL, etc.	Mac & WIN
<input type="checkbox"/>	Paradox	.db	Mac & WIN

What is Exporting?

Exporting converts data information from the native format to a usable format. If the “native” file format is not readable by PrintShop Mail, “exporting” will create a readable format. Some softwares can export the file information by simply performing **File Save As**; other software may use the **Export** command.

The following software programs can create a PrintShop Mail usable database file:

<input type="checkbox"/>	Access	<input type="checkbox"/>	FileMaker Pro	<input type="checkbox"/>	MS Excel
<input type="checkbox"/>	Act	<input type="checkbox"/>	FoxPro	<input type="checkbox"/>	ODBC (SQL, etc.)
<input type="checkbox"/>	dBase	<input type="checkbox"/>	Lotus 123	<input type="checkbox"/>	Paradox

File Not Readable?

On the PC side, the file extension (.txt) may tell you that the file has been exported correctly. However, if the user typed this extension without letting the software create it, then it will not open, it is still in its native format.

If PrintShop Mail cannot read the file, try opening it with Microsoft Excel and saving the file to a Comma Separated (CSV) file.

Another option is to use Microsoft Word. Activate the “non-printing” characters so you can see the “symbols.” Open the file. Once revealed, you may be able to use the Search and Replace commands to fix it.

Mac - Word 2001:

Go to **Edit, Preferences, View, Nonprinting Character**, check the **ALL** box.

Win - Word 2000:

Go to **Tools, Options, Formatting Marks** and check the **ALL** box.

If the file you open is gibberish, review the top portion of document and you will probably see the name of the native software in which it was created. If you have the export instructions for that software you could fax it to your customer or tell them to export the file as a text *tab* or *comma*-delimited file.

Still Stuck?

If you cannot open the file, please send an e-mail it to support@printshopmail.com asking for assistance.



PrintShop Mail Database Export Instructions



Access 2000

To export your Access file to a usable PrintShop Mail file format, please follow the directions below.

Step 1

Open ACCESS program and check to make sure that you are in the active table which you want to export.

Step 2

From the main **ACCESS** menu, click on **File** and then choose the **Save As/Export...** option.

Step 3

In the **Save As...** menu, make sure that the **To an External File or Database** box is highlighted. Click **OK**.

Step 4

In the **Save Table Menu** use the **Save In** window to locate the destination folder or drive where you want to place the exported file information. Do this by clicking on the down arrow key in that menu and clicking on the corresponding folder or drive. (**A:** or **B:** in most cases for the floppy drive)

Step 5

Click onto the **File name** box and type in the name you wish to export the file under.

Step 6

In the **Save as type:** window select **Text Files**, then choose **Export**.

Step 7

In the **Export Text Wizard** menu, highlight **Delimited-Characters such as comma or tab separate each field**. Click **Next**.

Step 8

In the **Choose the delimiter that separates your fields** area, highlight **Comma** and in the **Text Qualifier** box choose **{None}**, then choose **Next**.

Step 9

The **Export to File** window should show the destination drive and/or folder and filename. If it is correct, click on the **Finish**. This will start the EXPORT process.

Step 10

After you click on the **OK** button, exit ACCESS.

When sending the database to your PrintShop Mail location, please include the file name and note that it is a COMMA-SEPARATED file.



PrintShop Mail Database Export Instructions



ACT!

To export your ACT! file to a usable PrintShop Mail file format, please follow the directions below.

Step 1

Open your **ACT!** contact management program and check to make sure that you are in the active database which you want to export.

Step 2

From the main **ACT!** menu, click on **File** and then chose the **Save As...** option.

Step 3

Look in the box directly below the **Save File as Type:** and you should have the selection **Database** already highlighted. If not, click on the down arrow key next to the current file type and select **Database**.

Step 4

Click onto the **File Name** box and type in the name you wish to export the file under.

Step 5

Locate the **Drives:** menu and choose the drive you want to save the file to (normally **A:** or **B:**) by clicking on the down arrow key in that menu and clicking on the corresponding drive.

Step 6

Make sure that **Use current My Record** is highlighted. If not, click on the circle to the left of it. Click **OK**.

Step 7

After you click on the **OK** button, the program will start processing your data. It will then stop and ask you for a password. **DO NOT ENTER A PASSWORD**, just click **OK** at this point and the program will finish its processing.

Step 8

You may now exit your **ACT!**.

When sending the database to your PrintShop Mail location, please include the file name and note that it is a dBASE file.



PrintShop Mail Database Export Instructions



Excel 5.0

To export your Excel 5.0 file to a usable PrintShop Mail file format, please follow the directions below.

Step 1

Open your **Microsoft Excel** program and open your spreadsheet file.

Step 2

From the main **Excel** menu bar, click on **File**, at which point several choices will appear.

Step 3

Click on the **Save As** option and a new menu of options will appear.

Step 4

Locate the menu **Save File as Type:** and click on the down arrow button. From the choices available, click on **CSV (Comma Delimited)** so that it is highlighted.

Step 5

Locate the **Drives:** menu and choose the drive you want to save the file to (normally **A:** or **B:**) by clicking on the down arrow key in that menu and clicking on the corresponding drive.

Step 6

The next step is to click on the **File Name:** box located directly under the menu. Choose **File Name** and enter the name in which you would like to save the file.

Step 7

Finally, click **OK** and your file will be saved in the proper format.

Step 8

You may now exit **Microsoft Excel**.

When sending the database to your PrintShop Mail location, please include the file name and note that it is a COMMA-DELIMITED file.



PrintShop Mail Database Export Instructions



FileMaker Pro

To export your FileMaker Pro 3.0 file to a usable PrintShop Mail file format, please follow the directions below.

Step 1

Open your **FileMaker Pro** file.

Step 2

In the **Browse** menu, choose **File, Import/Export**, and then choose **Export Records** from the submenu.

Step 3

In the **Save in:** menu choose the drive you want to save the file to (normally **A:** or **B:**) by clicking on the down arrow key in that menu and clicking on the corresponding drive.

Step 4

Click onto the **File Name** box and type in the name you wish to export the file under and add the **.CSV** extension to it. (Example: Mylist.**CSV**)

Step 5

Under the **Export file of Type**, click on the down arrow and chose the **Comma-Separated Text (*.CSV)** type.

Step 6

Click on the **Save** button and you will then see a box appear which reads **Specify Field Order to Export** (FileMaker Pro puts check marks next to the fields which are and can be exported. It dims the fields that can not be exported).

Step 7

The **Field Order** box contains the fields from your database available for export.

To remove a field that you do not wish to be exported, click on the field (highlight) in the **Field Order** box and click on **Clear**.

To add a field to the **Field Order** box highlight the field in the active file window and click on **Move**.

Step 8

The next step is to click on the down arrow next to the **Character Set** menu and choose **DOS**.

Step 9

After choosing the **Character Set**, make sure that the circle next to **Don't format output** is selected.

Step 10

Click on the **Export** button and your file will export in the formats you have chosen.

Step 11

You may now exit **FileMaker Pro**.

When sending the database to your PrintShop Mail location, please include the file name and note that it is a COMMA-SEPARATED file.



PrintShop Mail Database Export Instructions



MyMailList 3.0

To export your MyMailList 3.0 file to a usable PrintShop Mail file format, please follow the directions below.

Step 1

Open list file. Go to the **File** menu and click **Open**

Step 2

Once opened return to the **File** menu and select **Export**.

Step 3

Select **Comma Text** file and place a check in the fields which you want to export. Click **OK**.

Step 4

Locate the **Drives:** menu and chose the drive you want to save the file to (normally **A:** or **B:**) by clicking on the down arrow key in that menu and clicking on the corresponding drive.

Step 5

The next step is to click on the **File Name:** box located directly under the menu. Choose a **File Name** and then save the file.

Step 6

Finally, click **OK** and your file will be saved in the proper format.

Step 7

You may now exit **MyMailList**.

When sending the database to your PrintShop Mail location, please include the file name and note that it is a COMMA-SEPARATED file.



PrintShop Mail Database Export Instructions



Word for Windows

To export your Word for Windows file from your computer to a floppy disk in a usable PrintShop Mail file format, please follow the directions below.

Please remember that the records need to be setup horizontally and each field needs to be separated by a comma or a tab with a "hard return" at the end of each record.

Step 1

Open your **Word for Windows** file.

Step 2

Choose **File, Save As**, the **File Name** window should display your filename and the directory where it is located.

Step 3

In the box below **Drive:** choose the **A:** or **B:** drive in the box below **Save File as Type:** choose the **Text Only** format. This will change the filename extension from .DOC to .TXT. (Example: **MYLIST.TXT**.)

Step 4

Click on **OK**. Your file will be saved as a DELIMITED TEXT file.

Step 5

You may now exit **Word for Windows**.

When sending the database to your PrintShop Mail location, please include the file name and note that it is a DELIMITED TEXT file.

Correct Database Setup

Horizontal

John Baker,3454 Houston Ave,Trenton,OH,44223
Jane San,451 Longley St,Peoria,IL,61615
Manual Soza,121 Mona Dr,Glendale,CA,91206

Please use **tab spacing** or **commas** to separate the fields.

Unusable Database Setup

Please be aware that if your database is setup vertically (Avery sheet label format) the file will need additional conversion to a format usable by the mailing software.

Vertical

(needs additional conversion)

John Baker	Jane San	Manuel Soza
3454 Houston Ave	451 Longley St	121 Mona Dr
Trenton OH 44223	Peoria IL 61615	Glendale CA 91606



PrintShop Mail Database Export Instructions



Word Perfect 6.0 for DOS

To export your Word Perfect file to a usable PrintShop Mail file format, please follow the directions below.

Please remember that the records need to be setup horizontally and each field needs to be separated by a comma or tab with a "hard return" at the end of each record.

Step 1

Open your **Word Perfect** file.

Step 2

Choose **File, Save As**, the Filename window should display your filename and the directory where it is located.

Step 3

In the box right of Filename type the drive and filename plus **.TXT** for the file extension. (Example: **A:MYLIST.TXT.**)

Step 4

Click in the box just right of 2. Format: A list of file types will appear. Place the cursor up and choose the **ASCII TEXT (Standard)**. The 2. Format: box will now show ASCII TEXT (Standard).

Step 5

Click on **OK**, then **Yes**. Your file will be saved as a DELIMITED TEXT file.

Step 6

You may now exit your Word Perfect program When sending the database to your PrintShop Mail location, please include the file name and note that it is a DELIMITED TEXT file.

Correct Database Setup

Horizontal

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Jane Snit,451 Longwood St,Peoria,IL,61615
Manuel Soza,121 Mona Dr,Glendale,CA,91206

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Unusable Database Setup

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