

Managing VDP Jobs

The Basics

The following pages, titled “The Basics,” contain guidelines for managing and creating variable data printing jobs in PrintShop Mail.

1 “Mock up” version of the document

- * Identifies Variable fields
- * Marking hard copy is OK
- * More than one page include one set
- * Hard copy or digital file

2 Job Worksheet

- * Describes in detail the form, database, image and variables
- * Hard copy or digital file

Mock Up and Job Worksheet Samples



48 HOUR SALE
FRI. & SAT. MAY 8th & 9th, 2001
Congratulations Joan
You now qualify for a cash prize.
 Your winning number is **A123400003**

*Prizes are: \$1,000 Cash, \$500 Cash, \$250 Cash and \$50 Cash

You're invited to attend our May Blowout Sale for 48 hours only at Walley Ford!
 Located at 1234 South St, in the city of Anywhere.

The last time you were here you test drove our 2000 Mustang. Now you can test drive the 2001 model.

How many car companies can say they built a legend? Today, the Mustang movement continues to spark the imagination with its powerful blend of beauty & brawn.

Icon or legend. Muscle or sport. It doesn't matter what you call it. You know the name: Mustang!

Don't miss this event!

Trade Ins are welcome: Trade in your vehicle, paid for or not. Special buyers will be on hand to offer you top dollar.

WHERE:
WALLEY FORD
 1234 SOUTH STREET
 ANYWHERE, CA 90000
 818-000-0000

WHEN:
TWO DAYS ONLY
 FRIDAY & SATURDAY
 May 8th & 9th, 2001
 10:00am to 7:00pm

*Prizes will be held at Walley Ford. Winner must appear at time of drawing.

Form name: walley.pdf

Database name: Walley.csv

Number of fields: 15

Number of records: 50000

Image file names: 1.tif, 2.tif, 3.tif

Image DPI: 600

Text file name: job.txt

Variable Contents

V1 Text and <1ST NAME> field

V2 Static text “A1234” and Sequential numbering- 1-50000, show leading zeros

V3 Variable paragraph- See job.txt file. Paragraphs 3A through 3C

V4 Variable Image- Use <IMAGE> field

The **Mock Up** gives the PrintShop Mail operator a visual idea of the placement positions and provides a total count of the Variables used.

The **Worksheet** gives the PrintShop Mail operator the information needed to put the document together accurately and efficiently.

Managing VDP Jobs

The Basics

3) How do I setup my static (background) file?

PrintShop Mail Mac version uses EPS file format, and the Win version uses PDF file format. In the near future, the option of using either EPS and/or PDF file formats on both platforms will be available.

Macintosh Platform

**Create a Mac EPS file:
Any program**

File>Print>Printer>Destination: File
General>Save As File
Format: PostScript job
PostScript: Level 2 and 3
Destination Format: ASCII
Font Inclusion: All
Save (This creates a .PS file)

PageMaker:

File>Print>Options
Send image data: Normal
Data encoding: Send ASCII image data
Download fonts: PostScript and True Type
Select: Write PostScript to Eps, EPS
Select: Save as... point to location where you want file to go.
Select: OK, Save (This creates a .PS file)

Open PS file with Adobe-Distiller

File>Open>All Files
Save as PDF file (This creates PDF file)
**This Mac generated PDF can be used on the
Win version of PrintShop Mail*

Open PDF with Adobe-Acrobat

File>Open
File>Export>Postscript or EPS
Format: EPS with Preview PICT
Postscript: PostScript 3
ASCII
Fonts: Embed all Fonts
Select Convert True Type to Type 1
Save (This creates a .EPS file)

Windows Platform

**Create a Win EPS file:
Any program**

File>Print>Print to File> generate postscript file (PRN)
Open the PRN file with Adobe-Distiller. File> Open>Files of Type: All Files
Save as PDF file.

Open PDF with Adobe-Acrobat

File>Open
File>Export>Postscript or EPS
Format: EPS with Preview PICT
Postscript: PostScript 3
ASCII
Fonts: Embed all Fonts
Select Convert True Type to Type 1
Save (This creates a .EPS file)

Managing VDP Jobs

The Basics

Create a Win PDF file: File>Print>choose printer
Any program Properties>Postscript> Optimize for Portability>OK
 Print to File>Print> generate postscript file (PRN)

Open the PRN file with Adobe-Distiller
 File>Open>Files of type>All files
 Highlight PRN file>Open
 Save as> filename.PDF

- TIPS: * Always create the EPS or PDF file in the same platform Mac or Win as the original native file.
 Do not take a Mac created PS file and Distill it with Win Acrobat-Distiller.
 * Do not use PDF Writer to generate the PDF file. This file type is for screen viewing and is not meant for printing.

4) How do I setup my database fields?

Variable data is generated in two ways. Database information is used **As Is** or for **Triggering** a result.

As Is handling uses all of the field information.

Trigger data is used ONLY to generate a result.

CITY	STATE	ZIP	IMAGE	VARIABLE
Burbank	CA	91504	1.tif	A
Burbank	CA	91503	3.tif	C
Burbank	CA	91504	2.tif	E

An address block is built using As Is data.

Ron Schraders
 1234 Cupertino Way
 Burbank CA 91504

- * Formulas utilize Trigger information.
 - * Use 1 to 3 digit character groups for Trigger data.
- Makes it easier to write formulas:
 IF(<VARIABLE1>="A",PRINT,SKIP)

5) How should I setup my image files?

- * Image files should be saved at the maximum or less DPI that the digital press can handle.
- * Make sure all images are the same size and resolution per each variable image box.
- * TIFF image files should be saved without LZW compression.
- * EPS image files should be saved with PICT preview format.
- * Color images should be saved as RGB, ASCII format for use on either the Mac or Win versions.
- * If possible, include the image file name in the database as a separate column of information. This allows for easy setup.

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The Basics

6) How do I setup the Variable text information?

Use a digital file containing the variable text information. The text strings will be copied and pasted into Variable Text boxes or used for formulas in the PrintShop Mail Expression Builder.

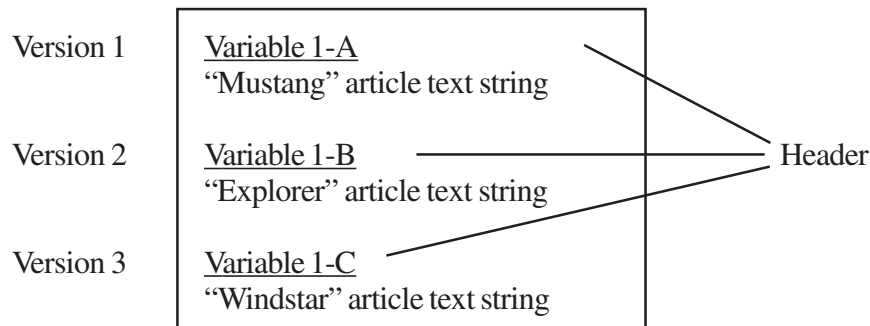
The simplest way to prepare and temporarily store text strings is to copy and paste them into a generic TXT or DOC file format.

In your native program, highlight text. Edit>Copy>Edit>Paste into a Text editor or Word processor program.

Setting up Variable text (Versioned) paragraphs:

* Write the “text” string and put the corresponding database field “header” and “Trigger” identifier above it.

Variable Paragraph 1 below has three versions:



Database Fields

ZIP	CAR MODEL	VARIABLE 1
91504	Mustang	A
91503	Windstar	C
91504	Explorer	B

Variables within a sentence

Place <Header> field into text string.

Variable Paragraphs

Variable 1 field information is used as the Trigger for the variable paragraphs

Setting up Variables within a sentence:

* Write the “text” string and put the corresponding database field “header” in the Variables’ position.

Example 1: “Dear John,” would be setup as “Dear <1st Name>,”

Example 2: “Come test drive the Mustang.” would be setup as “Come test drive the <Car Model>.”

If you have any questions regarding these six items, please contact support@printshopmail.com.