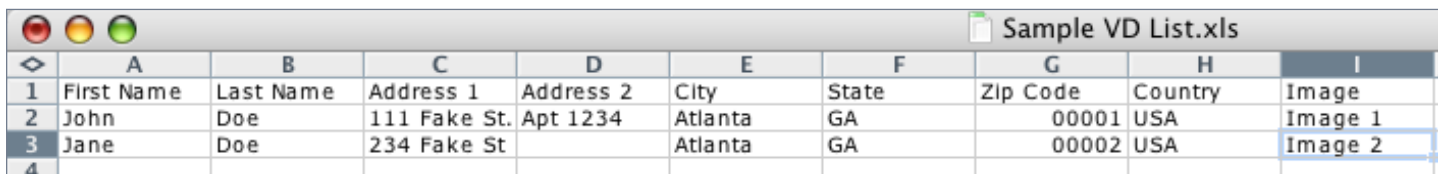


### BASIC SET UP FOR VARIABLE DATA

- Provide all variable data elements in an Excel or comma/tab delimited file
- Limit of 256 variable fields
- Label each column with a clear description of the data in that column
- Do not include any information that is not to be used and no 'hidden' columns
- (For Mailings) Provide separate data lists for each country and provide a column marked with the country name
- (For Mailings) All addresses must be complete and all apartment numbers or P.O. Boxes must be in a column separate from the street address (Please refer to the example below)
- (For Mailings) Please format all zip codes the same way so they can be properly sorted. (i.e. 12345 or 12345-6789)
- Each variable field must have it's own column with a header



	A	B	C	D	E	F	G	H	I
1	First Name	Last Name	Address 1	Address 2	City	State	Zip Code	Country	Image
2	John	Doe	111 Fake St.	Apt 1234	Atlanta	GA	00001	USA	Image 1
3	Jane	Doe	234 Fake St		Atlanta	GA	00002	USA	Image 2
4									

### VARIABLE SET UP FOR ARTWORK

- Adobe InDesign CS1 for layout
- Files should be set up to desired final printing size
- Pantone Solid Coated (labeled as SPOT colors in file) or CMYK colors
- Quality resolutions (150-300 DPI at output size)
- All bleeds set to 1/4"
- Include all fonts for MACs (TrueType or Postscript Type 1 fonts ONLY)
- Provide native image files along with layout in InDesign (Package your files)
- Black should be set up at 100 K, also known as flat black
- Please highlight variable text within the document. For example :
  - <<First Name>> <<Last Name>>
  - <<Address>>
  - <<City>>, <<State>> <<Zip>>

### CLIENT-DESIGNED REQUIREMENTS

- A printed color go-by or pdf proof with all variables identified must be provided