



## 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

# Variable Example

Hi Jill,  
I'm Martha Fitzgerald  
for school committee  
like to let you know th  
new High School pro

Com  
PO  
You

# 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

Com  
PO  
You

{loadposition social}