

Variable Data Guidelines

For business cards:

Please set up a single Excel file which contains all of the variable data for each person.

Example:

Name	Title	Direct	Email
Jon Davis	Marketing Manager	(312) 799-8331	jdavis@cushingco.com
Fredrich Sample	Maintenance	312-426-9999	fsample@cushingco.com

For more detailed needs, you can add to the sample above to include fields like cell numbers or alternate email addresses. Please make sure that all formatting is consistent to ensure the best result in your cards. In this example, the second entry has a different formatting for the phone number than the first entry, which means that the cards would be inconsistent. Use a separate column for each new piece of information.

For mailing lists:

Please set up a single Excel file which contains your entire list.

Example:

Name	Company	Add1	City	State	Zip
Jon Davis	c/o Cushing	420 W Huron	Chicago	IL	60654
Fredrich Sample	423 Lumber St		Arlington Heights	CT	01236

Note that not every field in our sample has an entry. Even with the blank field, this will still print just fine, since the information is at least in the correct order. For consistency, however, we would prefer to have the street address appear in the same column for each entry. You'll also want to designate the column for the Zip code as containing Zip codes rather than numbers, as Excel will remove by default any leading zeroes (like the one in our second example).

For mailing lists, it's always a good idea to have the list scrubbed and sorted prior to printing and mailing. In the process of scrubbing the list, some formatting issues can be corrected, duplicate entries are removed and all entries are sorted according to postal regulations. Ask your sales rep if you need help scrubbing your list.

Other types of variable data:

For other types of variable data, such as custom urls for cross media promotions, personalized letters or anything else where your text will vary, please use the guidelines above as a basis for how to set up your Excel file. Setting everything up as a single document with easy to understand headers will go a long way toward making sure your files print correctly for most projects.

Just ask!

If you have any questions, or if you're unsure if your file is formatted correctly, just ask! One of our operators will be happy to help make sure your files print as well as they can.

