

Guidelines for delivering data for personalised orders

These guidelines are designed to help you when delivering address data. Please follow the definitions given here to ensure smooth processing. Please send any queries you may have to the following e-mail address: EDV-ActionPrint@bertelsmann.de or speak to your contact person.

Data provision/collection/delivery for all personalised orders:

- In order to provide you with the greatest possible security we offer you Envoy, our own in-house developed transmission tool. You may also arrange with us to use alternative procedures. A test is carried out prior to the initial personalisation. We will be happy to answer any queries you may have regarding postal regulations. Please feel free to give us a call.

→ *We will be happy to provide you with access (client) and inform you about the benefits of using Envoy.*

Address data/data sets:

- ANSI/ASCII-coded text file (*.txt)
- One data set per line
- The same structure for all lines
- The delivery of a correct and complete data set description
- Fixed data set length or separated characters (e.g. | or ;)
- Excel and EBCDIC data files only after clearance
- Specify (foreign) key in the data set
 - Provide translation table

Information regarding postal regulations:

- Franking procedure (e.g. IT or Special Service franking)
- Post dispatch type (e.g. Infopost/heavy, Pressepost, letter)
- Participation in Premium address procedure?
- Address structure (please obtain and provide post office sample)
- Alternative dispatcher (please obtain and provide sample structure)
- Overseas dispatch – please provide sample structure
- Please link/specify all sample structures with the address fields
- Define barcode/data matrix code type and content (ask postal staff about “free fields” in data matrix; specify content)
- Specify additional information and obtain approval from the post office in advance
- If postage optimisation is required please inform the product manager of all necessary details
 - *Master certificates are available for German Post Office personalisation for all Premium address procedures involving data matrices.*

Supplement for ActionPrint letter texts/titles/texts orders:

- Word files or PDF data (as readable fonts)
- Highlight text variables in colour
- Make line breaks as required
- Clearly define allocation to (foreign) key of data sets
 - *Please have fonts checked in advance*

Guidelines for image data (e.g. logos/signatures/pictures):

- Minimum 240 dpi at 100% (1:1) size
- Screened data
- Only real b/w data (no greyscale or RGB/CMYK data)
- No layers or alpha channels
- Data formats: TIFF, RAS, PNG, PDF
- Little or no white space around the image
- Clear file name without spaces or special characters

Guidelines for layout:

- Please add any font guidelines such as font size or type as a comments field to the layout sample (PDF) or as a hand-written specification for printed layout templates

Special requirements:

Please test and obtain approval for any differing data formats for address data/data sets, letter texts/titles/texts and image data.

Contact person for delivering addresses:

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