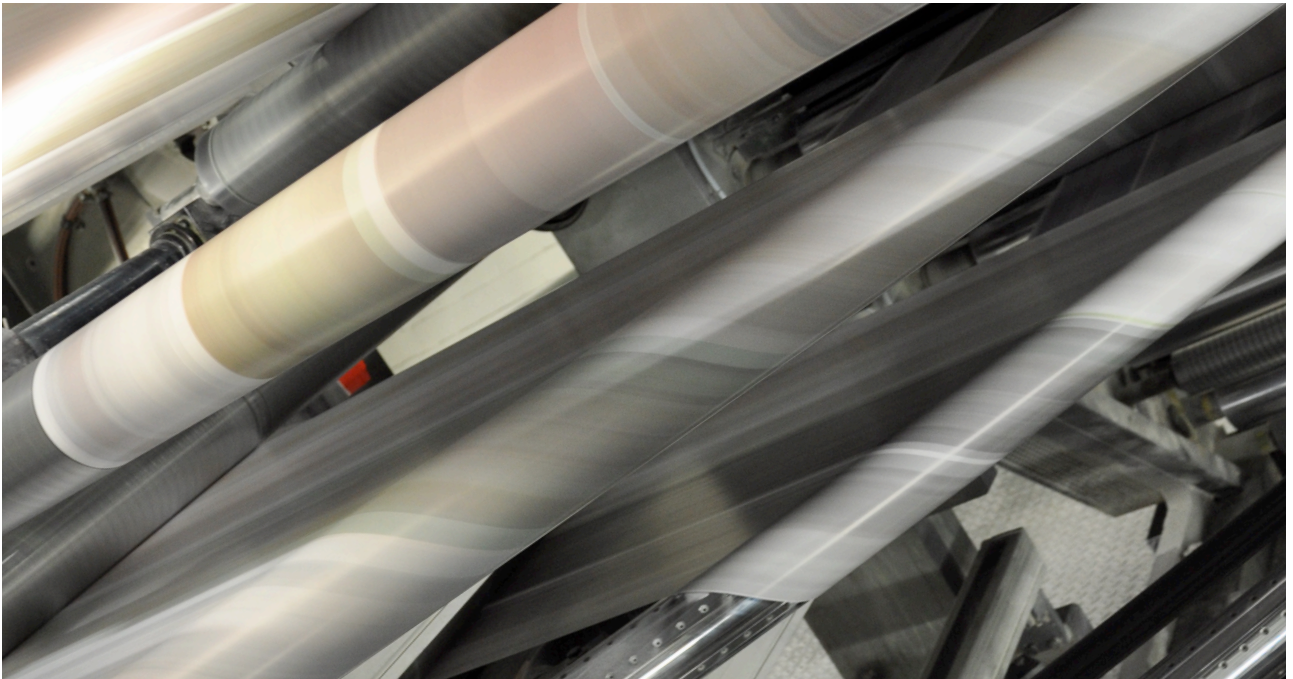


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# Guidelines for data delivery for personalised orders

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## GENERAL

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This guideline serves as an aid for the delivery of address data and layout specifications. We ask you to observe the definitions set out so as to ensure a smooth process. Should you have any further questions, you can of course reach us via the contact information provided.

## DATA REQUEST

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### Delivery

In order to ensure the highest possible security and simple processing, we recommend the transfer tool Envoy which has been developed by us. We are happy to set up an account for you and advise you on the benefits and use. Alternative methods are possible after prior consultation. Before starting the programming, a test is to be carried out to ensure feasibility.

We expressly point out that the design and/or layout of the address label page should be discussed with your postal service provider (e.g. Deutsche Post) prior to printing. Mohn Media bears no liability for inadequate automation capability and the resulting costs. However, we are of course happy to provide support if needed.

### Set-up

- ANSI/ASCII-coded text file/UTF-8 (\*.txt) + corresponding record layout and codes table
- Unique file name without spaces/special characters
- One record layout per line
- Identical set up of all records
- Fixed set length or characters separated (e.g. | or ;)

### Postal data requirements

- Dispatcher (e.g. DPAG, Postcon), postage process (e.g. DV, ZL) and delivery method (e.g. Dialogpost, Pressepost)
- Participation in the premium address procedure
- Define bar/data matrix code type and content (help from your postal service provider)
- Address set up national/international (please provide a sample from your postal service provider)
- Please link all contents of the sample layout with data fields of the record layout
- Please state your individually desired information in the address field and have this approved in advance by the post office
- In case of postal optimisation, please inform the product manager responsible for you of all the necessary details
- In case of in house finishing and external postal optimisation, the minimum number of copies in a bundle is to be coordinated with the product manager.
- Please deliver the bundle and pallet number in different cells. Bundle number 6 digits and pallet number 4 digits long, with leading zeros and in fixed length.
- Master certificates are available for all German Post (Deutsche Post) premium address procedures with data matrix.

## Rules for external postage optimisation

- The data set provided for optimisation should not be changed.
- Postal information should be added at the end of the data set – in the case of a fixed length, it should be placed at the end of the line, and in the case of csv data, it should be placed with the same delimiter as the previous data set.
- If data cannot be added for technical reasons, it should be placed in front.
- If the data has a header with a description, this should not be changed.

## PERSONALISATION

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### Briefing (description of the personalisation)

In order to avoid queries and ensure a smooth programming process, the contents and logic must be described and must correspond to the delivered address files.

- PDF, Word or PowerPoint file
- The description should be setup in chronological order to the personalised elements and not to the versions.

A description based on versions is not suitable for the programming.

**Example:** – letter text (A, B, C, ...), order card (A, B, C, ...)

– NOT: letter text A, order card A, letter text B, order card B, ...

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### Layout

- PDF files are to be made available for the personalised contents, (ideally: as additional layer in the print PDF file)
- All variable contents must be delivered in special colour (e.g. 100% magenta)
- Each PDF file must be clearly assigned and identified
- The variable values must be labelled e.g. “X,XX€”
- The black/white personalisation cannot be on areas with more than 25% ink coverage (yellow: max.15%)

### Image data black/white

- Deliverable as PDF/TIF/EPS/JPEG/PNG
- Only real b/w (Bitmap)
- Keep the white space around the image content as small/uniform as possible
- Unique file name without spaces/special characters
- No grey scale/RGB/CMYK data
- No layer or alpha channels
- The following minimum resolutions apply at 100% (1:1) representation:  
240dpi for standard black/white; 600dpi for high resolutions black/white & 4-colour

## Image data 4-colour/4C

The 4C system offers 5 HP print heads with a resolution of 600dpi, a print width per head of 4.25“ (2550 jets, 108mm) and a frequency modulated screen.

### Pixel data:

- 600dpi as PNG, JPEG or TIF file (PNG preferred)

### Vector data:

- A 5pt font minimum for coloured backgrounds in PDF/EPS format,
- Gradations in one object (otherwise thousands of single-coloured vectors are generated)

### Colour/image impression:

- The image motif should not be too dark. Depending on the paper, a certain figure drawing could lack in depths. Dark elements appear flatter. “Sunny” pictures appear cloudy. Some colours (pink, green, yellow) appear partially over coloured/gaudy. If this colour configuration is too high, the picture appears unnaturally colourful
- RGB/CMYK can be equally processed
- Elements must not be created in special colour
- For surface coverage of > 200%, depending on the type of paper, ripples may occur

### Image details:

- Edges to straight/grey scale surfaces seem partially frayed due to the FM screen.
- Rasterized elements (e.g. technical gradations) are screened again and may seem unsettled.
- In case of technical illustrations, the level of detail must be considered. If these are too fine, the image may seem unsettling. (e.g.: details in maps)
- Negative texts are still clearly legible up to 6 points

## CONTACTS

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### Stefan Hille

Tel.: +49(5241) 80-1571

Stefan.Hille@Bertelsmann.de

### Hannes Meyndt

Tel.: +49(5241) 80-5822

Hannes.Meyndt@Bertelsmann.de

### Address

Mohn Media MDA-EDV

Carl-Bertelsmann-Straße 161 M

33311 Gütersloh