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Guidelines on delivering data for personalised orders

Information about
data delivery guidelines

This guideline serves as an aid to delivering address data and understanding layout specifications. We should like to request you to bear the stated definitions in mind to ensure a smooth process. Please do not hesitate to contact us at the contact points stated below if you have any queries.

Data requests

Data delivery

We should explicitly like to point out that the design or layout of the address label page should be discussed with your postal service provider (e.g. Deutsche Post) prior to printing.

Of course, we would be happy to provide you with advice and support.

Structure

- ANSI/ASCII-coded text file/UTF-8 (*.txt) + corresponding data set description and translation table as well as information about the character set in which the data has been saved
- Unambiguous file name with no spaces/special characters
- One data set per line
- All lines with an identical structure
- Fixed set length or character-delimited (e.g. | or ;)
- Where data structure varies, please always include a header in the data as the first data set. You need to ensure that no separators (e.g. ;) also occur in the addresses.

Postal details

- Shipper (e.g. DPAG, Postcon), franking method (e.g. IT) and dispatch method (e.g. Dialogpost, Pressepost)
- Participation in PREMIUMADRESS process
- Define barcode/data matrix code type and content (seek assistance from your postal service advisor)
- Address structure national/international (please obtain sample from your postal service advisor and deliver along with your data)
- Please link all content in the sample layout with data set description data fields
- Please state any specific information that you require in the address field and get it approved by the postal service in advance
- Where postage optimisation is involved, please provide the client manager responsible for your account with all the necessary details
- If your order involves the finishing process taking place on our premises as well as external postage optimisation, the minimum number of copies per bundle must be agreed with the client account manager
- Deliver bundle/pallet numbers in separate fields. Bundle number 6-digit and pallet number 4-digit with leading zeroes and of fixed length.
- Deutsche Post master certificates for all PREMIUMADRESS processes involving a data matrix are available.

Rules for external postage optimisation

- The data set provided for optimisation purposes should not be changed.
- Postal information should be added at the end of the data set – in the case of fixed lengths, 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

Briefing (description of what is to be personalised)

To avoid queries and to ensure proper programming, contents and logic
are described here and linked to the address data.

- PDF, Word or PowerPoint file
- The description should be based on the elements to be personalised. A
  version-based description is not suitable for programming purposes.
  Example:
  Letter text (A, B, C, ...), order card (A, B, C, ...)
  NOT: Letter text A, order card A, letter text B, order card B, ...

Layout

- Content to be personalised must be provided in PDF file format.
  (ideally as an extra tier in the print PDF files)
- All fonts are completly embedded in the PDF document.
- All variable content must be coloured in special colours (e.g. 100 % magenta).
- Clear labelling and matching of the PDF file to different versions
- Label variable values e.g. »X.XX €«
- B/w personalisation may not be placed on areas with more than 15% coverage.

Image data black/white

- Can be delievered as PDF/TIF/EPS/JPEG/PNG
- Only genuine b/w (bitmap)
- Keep any white space surrounding image content as small/uniform as possible
- Unambiguous file name with no spaces/special characters
- No greyscale/RGB/CMYK data
- No tiers or alpha channels
- The following resolutions apply at 100 % (1:1) image display: 240 dpi for
  standard b/w; 600 dpi for high-resolution b/w & 4-colour

Image data 4-colour/4C

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

Pixel data

- 600dpi as PNG , JPEG or TIF file (PNG preferred) vector data:
- in PDF/EPS format fonts should be min. 5 pt where coloured backgrounds are involved
- Gradients in a single form (otherwise thousands of single-colour vectors are generated)

Chromaticity/Image impression

- The image motif should not be too heavy. Depending on what paper is used, there can be a certain lack of in-depth delineation. Dark elements seem flatter. »Sunny« images appear »dull«. Some colours (pink, green, yellow) seem overinked/gaudy to some extent. If this colour percentage is too high, this makes the image seem unnaturally colourful
- RGB/CMYK can be similarly processed
- Elements may not be created in a special colour
- Ripples can occur at area coverage of > 200%, depending on the type of paper used.

Image details

- FM screening makes angles to straight/grey halftone areas seem frayed to some extent.
- Screened elements (e.g. technical sequences) are rescreened and may seem agitated.
- Degree of detail needs to be borne in mind if technical images are involved. If this is too fine, the image seems agitated (e.g.: details on maps).
- Reverse texts are still easily legible up to 6 pt

Contacts

Campaign

Data Delivery Contact

Have any questions?

Please feel free to get in touch with your personal contact who will be more than happy to assist you.

You do not yet have a personal contact?

Please refer to the following person/people:

Phone: +49(5241) 80–40865

info@campaign-services.de

https://www.campaign-services.de/en/contact/

Mohn Media

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