

FILE PROCESSING PROCEDURES

DATA PROCESSING FILE PROCEDURES

WHAT HAPPENS WHEN WE PROCESS YOUR DATA?

- File structure is determined
- File is imported for CASS certification and presorting
- Processing of custom/personalized data
- File is CASS certified and barcode data is generated
- File is presorted
- Presort paperwork and tray/sack tags are printed and verified
- Data is output for production

FILE FORMATS ACCEPTED (in order of preference):

- ASCII Text (Tab or Comma Delimited)
- Dbase
- Excel
- Access
- ASCII Fixed Width Text
- Label Image (May require extra processing)
- Magnetic Tape (May require extra processing)
- Other types are accepted, but will require extra processing time.

Data needs to be properly structured. For example, if you want a salutation of the first name, but some first names are in the company field, and some are in the first name field, extra processing is required for that to be possible.

MEDIA ACCEPTED:

- Email
- FTP
- CD/DVD
- Zip Disk (100/250MB)
- 3.5" Floppy Disk

QUALITY CONTROL MEASURES

Your file is checked before and after processing:

- Backup of original file on secure server
- Verification of expected file count
- Validation of addresses
- Validation of variable data calculations
- Production Output file is verified against input file

OPTIONAL PROCESSING MEASURES:

All of the addresses you submit are verified against monthly CASS certified USPS database updates to insure address integrity and postal standardization. This means you benefit from the best possible postage rates due to the best address verification. NCOA (National Change of Address) file processing is also available to update your customers addresses after moving.

PRE-PRESS FILE PROCEDURES

HOW DO WE PROCESS YOUR FILE?

File is opened and verified

Layout is determined by output method (offset press, digital press, Laser Printing)

Color separations are verified

Output is created (Film, Polyester plate, digital output file)

FILE FORMATS ACCEPTED (in order of preference):

- Adobe InDesign
- Adobe Pagemaker
- Quark Xpress
- Adobe Acrobat/PDF
- Adobe Illustrator
- Macromedia Freehand
- Adobe Photoshop¹
- Microsoft Word²(May require extra processing)
- Microsoft Publisher (May require extra processing)
- Other types are accepted, but will require extra processing time.

All fonts and Graphics must be included with files to avoid extra processing time.

Specify spot colors when possible.

TIPS FOR CREATING PDF DOCUMENTS:

- Turn off any type of compression for your document including image and text
- Embed all fonts in the document
- Preserve editing capabilities if available
- Embed thumbnails
- Enable Fast web view

Note:

1. Files designed in Photoshop may experience jagged text when printed.
2. Color separations may not be possible for items created in Microsoft Word

**ASK ABOUT OUR CUSTOM PDF PRINT DRIVER
FOR THE QUICKEST, HIGHEST QUALITY PRINT!**