



Digital Tips

Tips for August 2007

SERVICES WE OFFER:

Bindery service
B/W copies
Booth panels
Brochures
Cartons
Catalogs
CD Roms
Color copies
Course packets
Creative
Customization
Data warehousing
Digital printing
Distribution
Document conversion
Finishing
Fulfillment
Giveaways
Handouts
Labels
Large format prints
Logo creation
On-demand printing
One-to-one marketing
Package design
Posters
PowerPoint slides
Promotions
Sales aids
Signage
Training manuals

One-to-One Marketing/Variable Data Printing (VDP): Using data you already have, you can create marketing pieces that are personalized, not only with the person's name, but also with graphics and text that delivers a personal message.

For example, if you are doing a fund raising campaign for a school. You have a database of names, gender, year of graduation, and other information. [Read more on how to use this information to create a dynamic marketing piece, click here.](#)

Research shows that response rates for direct mailings utilizing personalization are four to six times higher than direct mailings without using Variable Data Print (VDP).

What is a bleed?: A bleed is a printing term that means color goes all the way to the edge of the paper. Designing for a bleed is simple. Let's use a 4" x 6" postcard as an example. When creating this piece you need to add 1/8" inch to all four sides with all your color filling the whole 4-1/8" x 6-1/8" area. *The Dotted line in the sample to the left shows the extra 1/8" for the bleed.*



When the piece is printed it will be trimmed (cut) to 4" x 6" and the color will fall off the edges. You do have to be careful in designing and be sure that no text or part of your message is in the 1/8" extra area – otherwise it will be cut off. If you need help in designing a piece with bleeds call us at 203-934-4275 and ask for Luanne (our Art Director).

Excel – Combining text fields (i.e. first and last names): Pick an empty cell where you want the combined text to be. Go to Format, then Cells from the tabs. Choose Number under Category, then choose Text – this ensures that the cell is formatted correctly. Next click = then move your cursor to the first cell to be combined (like first name). The cell address (i.e. =A5) will appear in the cell, then type "&" "& and the address of the second cell (i.e. A6). Your formula should look like this: =A5"&"&A6. The space between the quotes puts a space between the text fields.

FREE

**Class on one-to-one marketing
at your office — we come to you!**

Universal Graphics'
Variable Data Printing expert
will guide you through the steps to
creating a one-to-one
marketing campaign to increase
your marketing efforts
Call Amy at 203-934-4275
to schedule your class.

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To be removed or add others to this e-newsletter, please contact Amy at amy.potts@univgraph.com