

Articles:

November, 2009

- [Excel: Working with Zip Codes \(Numbers vs Text\)](#)
- [PowerPoint: Inserting Tables from Excel](#)
- [Choosing the Right Fold for Your Next Project](#)

**We want to hear from you!**  
[If you like this newsletter and find the information useful, please let us know.](#)



SERVICES WE OFFER:

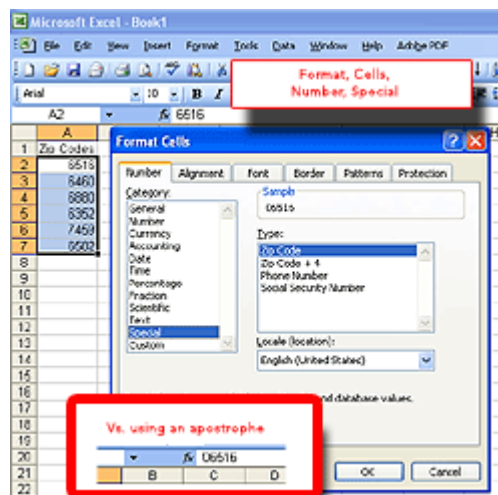
● **Excel – Working with Zip codes (Numbers vs Text)**

Excel works great for creating mailing lists which can be imported and used by Word or other programs. But it falls slightly short when keeping certain zip codes (e.g. 06516, 07652) in the correct format due to the zip codes leading zeros. This is because Excel sees data in two ways – either as a number or as text. So when you enter 06516 into a cell Excel registers it as a number and truncates (deletes) the leading zero – so your entry becomes 6516.

This can be annoying, but there are a couple of ways to trick Excel into keeping these entries correct.

● **Setting Cells to Zip Code Formatting:** Highlight the column or list that you want to appear as a zip code.

Choose Format from the menu bar and Cells. Under the Number tab select Special from the list on the left and then click on Zip Code or Zip Code + 4. Drawback: if you export the list to another program (like Word) it might not recognize the zip code formatting of the cell and you are back to square one – a bad zip code.



● **Making the Zip Code Text:**

If you put a single apostrophe (') in front of the leading zero ('06516) Excel will store that number as text and the zero will remain without having to set the cell format. While I prefer this method, there is a slight drawback – when the list is sorted by zip code, Excel sees both text and numbers and asks you to choose how to sort it (“Sort anything that looks like a number, as a number” or “Sort numbers and numbers stored as text separately”).

● **PowerPoint: Inserting Tables from Excel**

Now that you’ve gotten your zip codes appearing correctly, your boss asks you to provide a slide that shows a sample cross-section of the mailing list. That will be easy, you say, it’s just a cut and paste. But did you know there are a few ways to paste an excel table into PowerPoint that create different

- Bindery service
- B/W copies
- Booth panels
- Brochures
- Catalogs
- CD/DVD duplication
- Course packets
- Customization
- Data warehousing
- Digital printing
- Fulfillment
- Large-format prints

results?

• **Basic Cut and Paste:** Highlight your Excel table, hit copy and go to PowerPoint and paste your selection onto the slide. This creates a link between your Excel spreadsheet and PowerPoint. This link allows anyone with access to the PowerPoint slide to adjust or change the Excel file – this can be a good or a bad thing. Using this paste method can also change the column and row formatting you had set up in Excel.

• **Paste Special – Bitmap:** There are several options offered in Paste Special. The one that I use most is to paste the copy as a Bitmap. By choosing Bitmap, the table gets pasted as a graphic, can not be accessed or changed, and maintains the formatting of your spreadsheet. This graphic (bitmap) can be scaled without jeopardizing its column and row formatting.

• **Paste Special – Unformatted Text:** This used when you only want the text of what you are copying, and don't care about the formatting. It's perfect for copying information from web pages – the result is pure text (no html links, no graphics, no formatting).

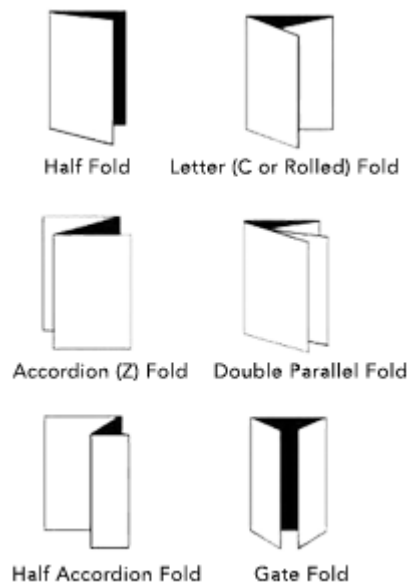
## • **Choosing the Right Fold for Your Next Project**

Choosing the right fold can increase the effectiveness of your message and needs to be part of the initial design process. While designing you need to consider the following things:

- What type of fold is right for your piece.
- What type of paper stock will be used.
- Will these be folded on a machine or will they require folding by hand.

Picking the right fold for your project depends on how you want your audience to read your message and how much information you want to give them. These things factor into the type of fold and number of panels that fold gives you. The 6 most common folds are shown to the right.

A Half Fold gives you 2 or 4 panels to present your message. With a Letter (or C) Fold the reader is guided through the message (using 6 panels) – first view is the cover panel, as it is opened the viewers eye goes to the inside folded panel, then to the left panel, and when opened fully the inside three panels are revealed. With a Gate Fold your audience gets the effect of opening a set of double doors to find the final message.



The weight (stock) of the paper you choose will also dictate how your piece is laid out and what method will be used to create the folds. When designing, be sure you know where the fold lines are located and be sure to compensate for the fold(s) (the heavier the paper stock or the more folds, the more viewable area you loss to the folds). We suggest using a sheet of paper to create a folded mock up and numbering the panels. This then becomes your map for laying out the project – you can see how your message unfolds and where each panel needs to be placed for proper printing.

Once your piece is designed and printed, it's time for the folding to begin. When using the 6 basic folds shown, the majority of the time these can be folded automatically on a folding machine. If the paper stock is heavier, the fold might require a score (a line or depression created in the paper to help the paper fold). A more complicated folding scenario might require that your

- **Logo creation**
- **One-to-one marketing**
- **Package design**
- **PowerPoint slides**
- **Printing**
- **Regulatory services (labels, package inserts, brief summaries, and med guides)**
- **Sales aids**
- **Training manuals**
- **Training (Excel, PowerPoint, etc.)**

pieces be folded by hand. This is obviously more costly, but can be very effective and attractive!

To make the most of your project, remember to think folding at the beginning of the design stage. If you need folding ideas or are ready with your next folded project, contact us. We have years of experience creating and producing unique folded projects for clients – just give us a call at 203-934-4275 or visit us at [www.UnivGraph.com](http://www.UnivGraph.com) for more information.

### **Fun Facts for November - The History of Veterans Day:**

In 1918 when World War I ended on the 11th hour of the 11th day of the 11th month the entire world celebrated the truce (armistice). The next year, on November 11th, the US called the day "Armistice Day" in memory of all the men and women involved in WWI. 20 years after WWI, Armistice Day became a federal holiday.

When World War II began in 1939 Armistice Day was suspended until 1945. The name was changed to Veterans Day in honor of Americans who had fought in other wars. Other countries, like Canada, call this day Remembrance Day.

Thanks to all veterans!

**Universal Graphics, 375 Morgan Lane, Suite 203, West Haven, CT 06516**

[Universal Graphics - One call-One source](#)    **Phone 203-934-4275**    **Fax 203-934-4324**  
To [unsubscribe click here](#). To add a friend to this e-newsletter, [click here](#).  
[amy.potts@univgraph.com](mailto:amy.potts@univgraph.com)