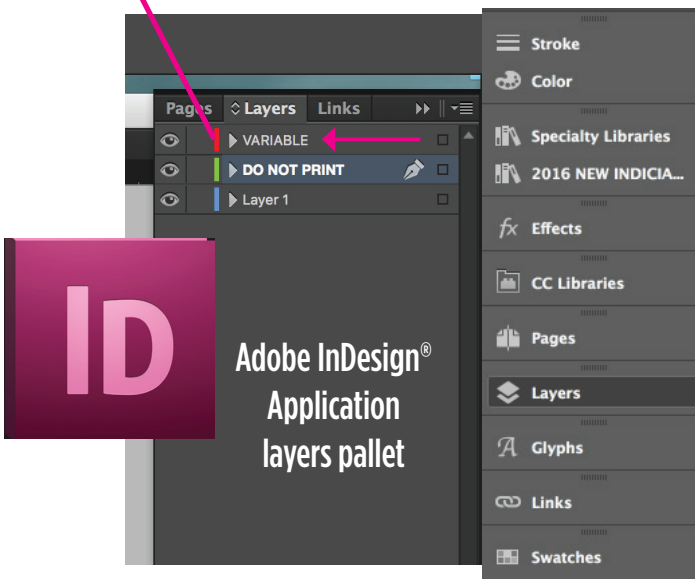
Variable data examples:

Variable data will be placed on its own layer in Indesign and the layer will be titled "Variable." If you have a paragraph with variable data in it, the entire paragraph will need to be on that layer, not just the variable word.



IMPORTANT: We require fully editable files for Print Ready Art that includes variable data (personalization). You must package these files with links, fonts, and any notes regarding your company's branding guidelines.

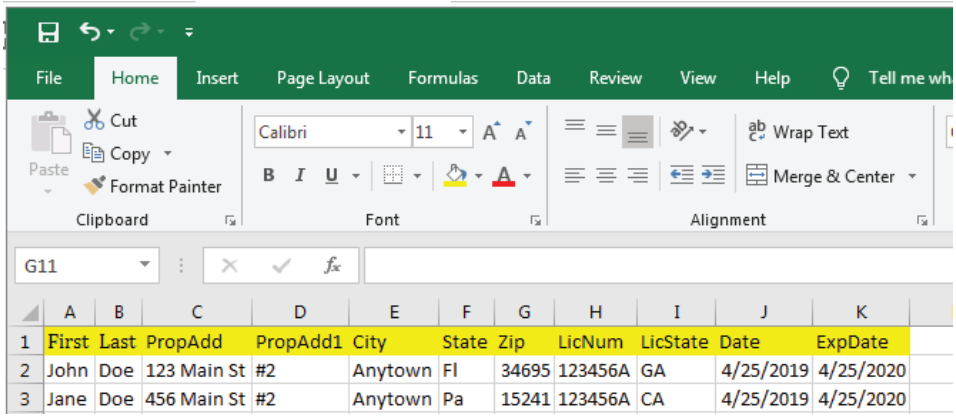
Note: Not all fonts supplied will be compatible with our printing process and may be replaced with our fonts to match as close as possible.

Variable Data

Variable Data uses technology to grab data from your mailing list and print it on a postcard.

For example, on the proof below you would match the variables (highlighted) to the columns of the list:

<<First>> - Column A
<<Last>> - Column B
<<LicNum>> - Column I
<<ExpDate>> - Column K



	A	B	C	D	E	F	G	H	I	J	K
1	First	Last	PropAdd	PropAdd1	City	State	Zip	LicNum	LicState	Date	ExpDate
2	John	Doe	123 Main St	#2	Anytown	Fl	34695	123456A	GA	4/25/2019	4/25/2020
3	Jane	Doe	456 Main St	#2	Anytown	Pa	15241	123456A	CA	4/25/2019	4/25/2020

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PostcardMania's list processing software allows 10 characters in the field name. If there is more than one variable using the same name, please use a 2, 3, 4 and so on to denote different field names (i.e. Propadd2, Propadd3, Phone2, Phone3, etc.)

The following are standardized field names for commonly used variables:

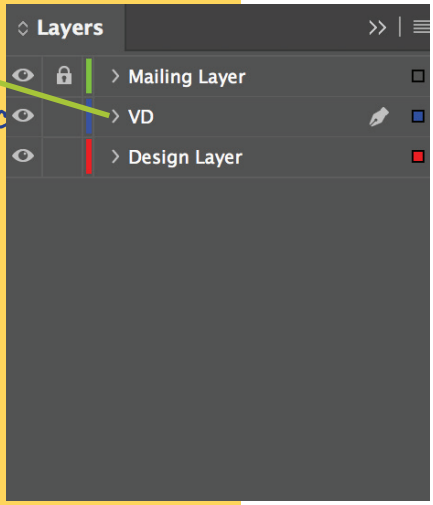
Sal = Salutation (i.e. Mr., Mrs., Miss., etc.)
First = First Name
First2 = Spouse Name, Co-Owner/Barrower Name, 2nd Name
Middle = Middle Name
Last = Last Name
Suffname = Suffix (i.e. Sr., Jr., II, etc.)
Company = Company Name
Address = 1st line of addressing (i.e. 123 Main Street)
Address2 = 2nd line of addressing (i.e. Suite, Apartment, Unit #, etc.)
City = City
St = State
Zip = Zip
Custid =Customer ID
Variname =Variable Name
Maildate =Mail Date
Expdate = Expiration Date
Patientnam =Patient Name
Phone = Phone
Propadd = Property Address (this can be used as a Property or Site address)
Propcity = Property City
Propst = Property St
Propzip = Property Zip
Refnum = Reference Number
Seqnum = Sequence Number

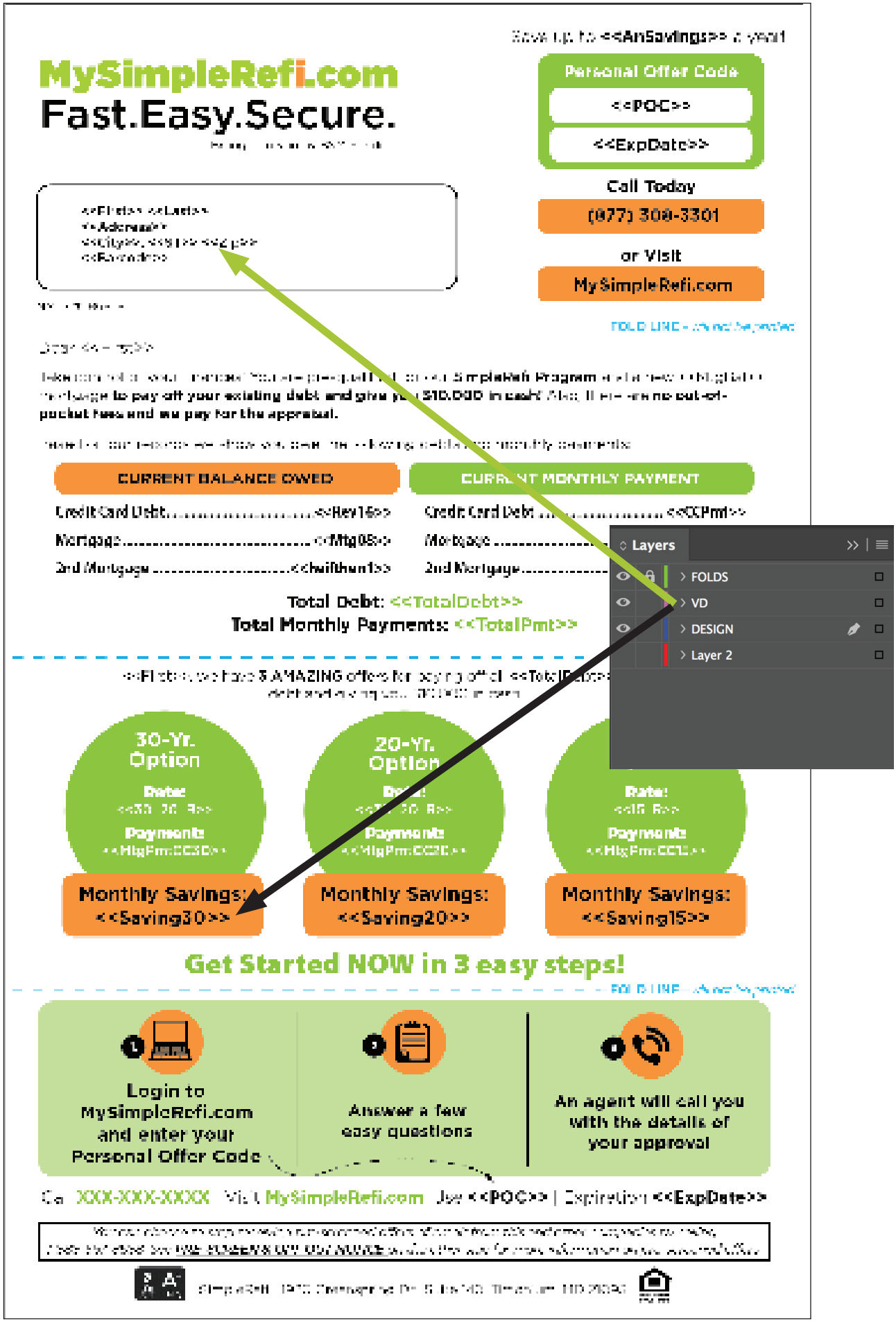
Dear <<First>>,

My name is George and I buy houses in the East Texas area. If you're interested in selling...

I'm willing to pay you TOP DOLLAR and avoid c
of selling through a real estate agent.

- Easy to work with!
- CASH BUYER!
- BUY AS IS so no REPAIRS!
- CLOSE on the date of YOUR choice!




Save up to <<AnSavings>> a year!
MySimpleRefi.com
Fast.Easy.Secure.
Personal Offer Code
<<POC>>
<<ExpDate>>
Call Today
(877) 308-3301
or Visit
MySimpleRefi.com
FOLD LINE - Do not be peeled
CURRENT BALANCE OWED
CURRENT MONTHLY PAYMENT
Credit Card Debt ..... <<Rev16>>
Mortgage ..... <<Mtg08>>
2nd Mortgage ..... <<twifthen1>>
Credit Card Debt ..... <<CCPmt>>
Mortgage .....
2nd Mortgage .....
Total Debt: <<TotalDebt>>
Total Monthly Payments: <<TotalPmt>>
Layers
FOLDS
VD
DESIGN
Layer 2
30-Yr. Option
Date:
Payment:
Monthly Savings: <<Saving30>>
20-Yr. Option
Date:
Payment:
Monthly Savings: <<Saving20>>
Date:
Payment:
Monthly Savings: <<Saving15>>
Get Started NOW in 3 easy steps!
FOLD LINE - Do not be peeled
Login to MySimpleRefi.com and enter your Personal Offer Code
Answer a few easy questions
An agent will call you with the details of your approval
Call XXX-XXX-XXXX Visit MySimpleRefi.com Use <<POC>> | Expiration <<ExpDate>>