

HOW TO SET-UP VARIABLE DATA FILES FOR COMPACT DISCS.

SAMPLE VARIABLE CD:

In order to print variable data there must be a 1) **base artwork file** that shows where the variables will be placed and an 2) **Excel spreadsheet** of those variable fields.

1) BASE ARTWORK FILE

Your Base Artwork file is what your cd should look like printed.

This file tells the prepress department the font, text color and point size to be used. Before printing, all the variables will be removed so this file must be in a layered format so that the prepress department is able to remove the text. The variables will be separate artwork pages and they will be layered digitally on top of the base artwork file on press.

IMPORTANT: Choose the point sizes of your variable text according to the longest words in your Excel spreadsheet, this will ensure that your text will not break to a new line.



2) EXCEL SPREADSHEET OF VARIABLES

Your Excel database will supply the variable data fields with the information that goes onto each CD.

This file gives the prepress department a database to import into a variable data program. Those variables will be layered in the proper area and then “ripped” on to the press as subsequent pages. Those pages will be placed overtop the base artwork digitally when printing. When setting up the Excel spreadsheet each row is the variable data on one CD, and each column is a variable field

ROW 1
First row identifies what variable is in the column

ROW 2-
All the variables within ROW 2 will be printed onto one CD

	A	B	C	D
1	NAME	ADDR1	ADDR2	CITY
2	John Q. Sample	123 Anywhere Street	Apt.6	AnyTown
3	Jane Q. Sample	123 Your Street	Suite 1	Town 2
4	John Doe	345 Street NW	Suite 2	Town 3
5	Jane Doe	596 S. Street	Apt. 7	Town 4
6	John Q. Sample	123 Anywhere Street	Apt.6	AnyTown
7	Jane Q. Sample	123 Your Street	Suite 1	Town 2
8	John Doe	345 Street NW	Suite 2	Town 3
9	Jane Doe	596 S. Street	Apt. 7	Town 4
10	John Q. Sample	123 Anywhere Street	Apt.6	AnyTown
11	Jane Q. Sample	123 Your Street	Suite 1	Town 2
12	John Doe	345 Street NW	Suite 2	Town 3
13	Jane Doe	596 S. Street	Apt. 7	Town 4
14	John Q. Sample	123 Anywhere Street	Apt.6	AnyTown
15	Jane Q. Sample	123 Your Street	Suite 1	Town 2
16	John Doe	345 Street NW	Suite 2	Town 3
17	Jane Doe	596 S. Street	Apt. 7	Town 4
18	John Q. Sample	123 Anywhere Street	Apt.6	AnyTown
19	Jane Q. Sample	123 Your Street	Suite 1	Town 2
20	John Doe	345 Street NW	Suite 2	Town 3
21	Jane Doe	596 S. Street	Apt. 7	Town 4
22	John Q. Sample	123 Anywhere Street	Apt.6	AnyTown

3) HOW TO INCLUDE VARIABLE IMAGES IN YOUR DATABASE

In order to include a linked picture to your database you must determine how large your variable image will be. In this case your variable field would be 250 pixels by 300 pixels. You want all your linked variable artworks to be the same size so when they import they wont be stretched to fill the variable area specified.



This variable file **MUST BE A ILLUSTRATOR OR PHOTOSHOP .EPS** any other format will not print and it will import blank.

Also, the file must be named exactly the same name as the field in the database.

SAMPLE DATABASE w/ variable artwork

	A	B	C	D	E	F
1	FIRSTNAME	LASTNAME	TITLE	STREET	TELEPHONE	HEADSHOT
2	Steven	Berchten	Lead Engineer	123 Anywhere St.	(123) 456-7891	berchten.eps
3	John	Sample	Account	345 Somewhere St.	(123) 457-9876	headshot.eps



File Specs

File Name: berchten.eps
 CMYK Color
 Resolution-300 dpi(or greater)
 Same size as variable field



	A	B	C	D	E	F
1	FIRSTNAME	LASTNAME	TITLE	STREET	TELEPHONE	HEADSHOT
2	Steven	Berchten	Lead Engineer	123 Anywhere St.	(123) 456-7891	berchten.eps
3	John	Sample	Account	345 Somewhere St.	(123) 457-9876	headshot.eps

When you finally submit your database, include with your Excel spreadsheet all the support artworks.