



## WHAT IS VDP?

VDP is an acronym for variable data printing. This process allows promotional materials to be custom personalized. It is most often used for direct mail (DM) advertising. VDP does not replace the “spray and pray” direct mail campaign. Instead, it is the logical next step for defining likely prospects for a product, service, or marketing message. This is called relevancy. Personalization has been shown to improve response and motivate purchase decisions.

A campaign of frequent and regular VDP mailings to relevant targets with highly specific and individual marketing messages increase the likelihood of being in front of a prospective customer when they are ready to buy. Regular mailings help establish value that comes from building a long-term client relationship.

VDP allows printed communications to be customized with text, facts, figures and graphics. In fact, it is possible to change the message and

the offer for every recipient in a single VDP project.

A standard DM ad generates 1% to 2% non-specific response. Because the VDP mailing does not use a “one size fits all message”, a 3x to 6x more highly qualified response (or more!) can be expected. This is great for fundraising efforts, new program signups, and product/service introductions to specific target audiences.





## HOW IT WORKS

Artwork and messaging is created and delivered in a standardized digital format, using programs such as Adobe InDesign which make it easy to create placeholders for the variable data. Clients identify the text, facts, figures and graphics and supply an Excel variable data file.

The variable data file is merged on line with the design and sent to the press electronically.

### Acceptable File Languages (PDLs):

Adobe® PostScript® Level 1, 2, 3	PCL5c PCL53
Adobe® Acrobat® 8.0	TIFF
PDF 1.7	ASCII
PDF/X	JPEG

### Printable Materials:

Dimensions (Min/Max): 4" x 5.6" to 13" x 19.2"  
Weight (Min/Max): 18lb bond to 110lb cover  
(64 gsm to 300 gsm)  
FSC papers (specific brands and weights)  
Coated, heavyweight, transparencies, DocuMagnet®,  
pressure-sensitive labels, tabs  
Resolution is 2400 x 2400 dpi

These one-to-one personalized print pieces can be finished in a number of ways:

#### In-line Finishing:

Two-sided printing on coated paper  
(up to 80 lb cover/220 gsm)  
Letter fold (letter and tabloid sheets)  
Z fold (letter and tabloid sheets)  
Staple (up to 50 sheets)  
Saddle-stitch  
(booklet, up to 20 uncoated sheets)  
Hole punch  
Interleaved with covers

#### Post-press Finishing:

Wire-O  
Die-cut  
Saddle-stitch

## BENEFITS

- Create tailored messages without slowing or stopping the presses
- Establish relevance with your recipient
- Develop relationships
- Draw in new customers
- Encourage repeat sales/transactions
- Win back past customers
- Communicate time sensitive & valuable information
- Save on costs of postage and paper
- Increase ROI

