

# Quick Connect Postcard

TRIGGER MARKETING



## VARIABLE DATA

Variable data printing is a process where you have the same basic design, but wish to add a unique element to each print, for example, a name callout, address, or phone number. This process will create printed pieces that can be personalized towards specific targets and objectives.

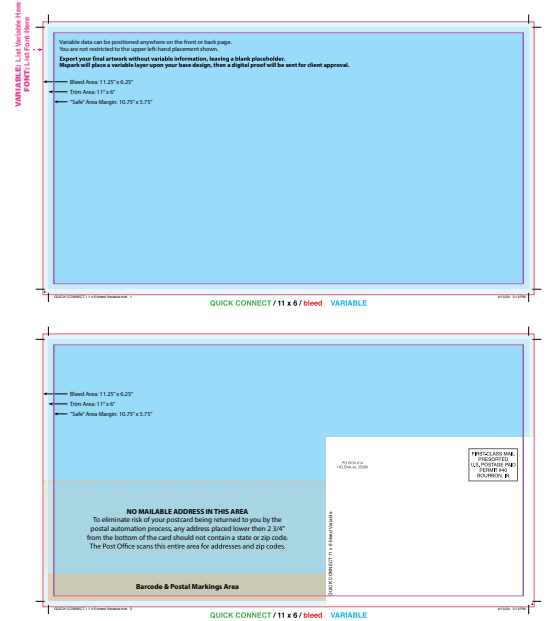
## TYPES OF VARIABLES:

### SIMPLE: (single-frame data)

- Name Callout (first name only, first/last name or household name) i.e. Jones Family
- Address

### COMPLEX: (multi-frame data)

- Map/location
- Phone number
- Image
- URL



## DOWNLOAD OUR PDF TEMPLATE AT:

Full bleed Quick Connect variable artwork should be built all the way to the edge of the blue area indicated on the template. The black line shows where the ad will be cut after printing. Please be sure the image area “bleeds” at least 1/8” beyond the trim line. All important text and coupon borders must be kept within the safe area indicated by the pink line on the template in order to minimize risk of being cut.

## CAMERA-READY GUIDELINES:



### TRIM SIZE

The finished size of the mailed piece.



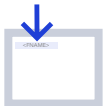
### IMAGE AREA

The “live” area that is available for any artwork and/or coupons used in the ad.



### BLEED AREA

The area in which artwork extends beyond the edge of the page so there is no (white) margin.



### VARIABLE DATA

Variable data can be positioned anywhere on the card. Please leave a blank space as a placeholder for Mspark to add your variable data.



### VARIABLE FONT

Our designers will choose a font that matches your design or you can provide us with your chosen font when uploading your artwork. See approved fonts list.



### POSTAL AREA

The USPS regulated area is reserved for the return address, indicia, and delivery address. No color, text, images, or design elements should be in this space.