

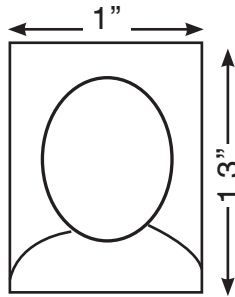
VARIABLE DATA AND PHOTO SUBMISSION

Correct formatting of Photos, all photos should be supplied as:

- 1) **CMYK** - not always necessary as RIP will convert, but unexpected results can sometimes be expected from conversion from RGB files.
- 2) **300 PPI** - this is recommended quality standard for offset printing - PPI is pixels per inch, 300 PPI equates to necessary amount of data to produce standard 2400 dpi output print. Resolution is relative to actual physical size of the printed output - e.g. a 1"x 1" @ 300 PPI would only equate to 100 PPI if blown up in size to 3"x 3" - conversely, a 3"x 3" image at only 100 PPI would print correctly at 300 PPI if reduced to 1"x 1" in the final output. - NOTE: Resolution is only subtractive - there is no way to increase the PPI in a file
- 3) **Size & Aspect Ratio** - All photos should be submitted with the same Aspect Ratio - this is the relative width to height measurements - large disparities in Aspect Ratio can lead to unexpected cropping
- 4) **Format** - All image files MUST be the same image format - recommended JPG, PDF or PNG. NO MIXING OF FORMATS WITHIN THE SAME DATA MERGE IS POSSIBLE. Special characters such as "/" or "@" are not recommended in the naming of image files, as they can cause processing errors.



Sample Photo:
7.5"x7.5"
Aspect Ratio = 1:1



Sample Photo Box:
1"x1.3"
Aspect Ratio = 1:1.3



1) Stretch



2) Center



3) Fit to Frame

Size and aspect Ratio defines the fitting of the photo inside the box. Photos can be:

- 1) Stretched to fit - which can cause distortion
- 2) Centered as is - which, if the Photo is largely different in size, can cause it to not be framed at all
- 3) Fit Proportionally to Frame - Which fits the image to the closest dimension, but may crop images inconsistently if sizes and ratios vary greatly



Sample Photo:
.5"x .6"
Aspect Ratio = 1:1.2
PROBLEM: WHITE SPACE LEFT AROUND PHOTO



Sample Photo:
11.9"x 7"
Aspect Ratio = 1.7:1
PROBLEM: FIGURE NOT CENTERED



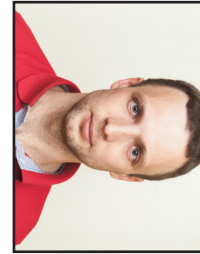
Sample Photo:
.5"x1" / .6"x .1"
Aspect Ratio = 1:1.6/1.5
PROBLEM: FIT TO FRAME CROPS HEAD



MISCELLANEOUS IMAGE PROBLEMS:



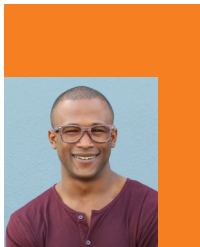
ISSUE:
Photo is rotated
90 degrees
- Metadata in Photo
files can make image
seem correct in
PhotoViewer



ISSUE:
Image size is too small/
Resolution is too low
- Resolution equals PPI x
Physical print size
e.g. .3"x.4" @ 300 PPI
equals 1"x1.3" @ 100 PPI
PPI GOES DOWN AS
SIZE GOES UP



ISSUE:
Figure is framed too far
away for headshot
- Fitting reduces image to
frame, making actual head
too small to serve as ID



ISSUE:
White/Color borders/
Edges left on photos
- Fitting will show, and
non-centering of headshot
will affect placement



ISSUE:
PHOTO ALREADY
BADLY CROPPED
- FITTING WILL
CROP FURTHER



SUBMITTING DATA:

Correct formatting of Data files

1) **Format** - All data files should be submitted as either Excel application (.xls, .xlsx), or as delimited text files (.txt - tab, comma or space delimited)

2) **Content** - Each printed field on the finished product should possess its own column - e.g. NAME, ADDRESS, MEMBER NUMBER etc. Every column should include a header specifying what field or image the column refers to in the finished art.

All text should be formatted EXACTLY AS IT WILL PRINT - this means that ALL UPPER OR LOWER CASE text will print as such - that ANY PREFIX or SUFFIX information to be printed needs to be included in the field.

3) **Numbering/encoding** - Any numbering data should be complete and ready to print or encode EXACTLY as it is supplied, including leading zeroes (with the exception of formatting for Barcode - specific Barcode encoding will be calculated by the manufacturer, but the supplied data should appear EXACTLY AS IT WILL BE READ BY THE BARCODE READER)

Mag Stripe encoding data should include headers that refer to the specific track to be encoded. Any special formatting of encoding data specific to the reader system (e.g. leading zeroes, checkdigits, identifying text etc.) should appear EXACTLY AS REQUIRED by the reader system.

Human readable fields should be separate columns with relevant Headers, and should be complete with necessary checkdigits, leading zeroes etc.

2) **Photos/Variable images**- Any variable image fields need to contain the name of the relevant image file EXACTLY AS IT IS NAMED, including THE FILE EXTENSION. e.g. "John_Smith.jpg". Any deviation in the naming will cause the failure to merge data with images in the RIP. e.g. "Johnathan_Smith.jpg", "John Smith.jpg", "Jhon_Smith.jpg", "John_Smith Jr.jpg" etc. File names should be COPIED and PASTED, NOT HAND TYPED.

	A	B	C	D
1	Human Readable	Track 1	Track 2	CVV
2	28465127905	B28465127905^^5586	28465127905=8743	5674
3	80574937915	B80574937915^^5586	80574937915=8743	2584
4	46291175619	B46291175619^^5586	46291175619=8743	9462
5	69152100821	B69152100821^^5586	69152100821=8743	6894
6	84931317820	B84931317820^^5586	84931317820=8743	8799
7	24850579230	B24850579230^^5586	24850579230=8743	5164
8	22000616175	B22000616175^^5586	22000616175=8743	6600

	A	B	C	E	F	G	
1	First Name	Middle Initial	Last Name	Company	Member#	Photo	Record
2	John	T	Smith	ABC cards LLC	54625	John_Smith.jpg	0001
3	Mary		Jones	General Company Ltd	62845	Mary Jones.jpg	0002
4	FREDERICK	H	CLARKE	ACME co.	99452	Frederick Clarke.jpg	0003
5	Thomas		Nunez	Manufacturing America Ltd	5148	Thomas Nunez.jpg	0004
6	Jack		Lane	Fast Card Ltd	06428	Jack Lane.jpg	0005
7	Tom		Walsh	Kwik Form LLC	78452	Tom Walsh.jpg	0006
8	Frank	F.	Jefferson	Quality Care Co.	66154	Frank Jefferson.jpg	0007
9	Eugene		Washington	Management Systems LLC	33251	EugeneWashington.jpg	0008
10	Hillary		Harris	Harris Management LLC	46304	Hillary Harris.jpg	0009
11	Glenda		Travis	Unlimited Savers Ltd	88045	Glenda Travis.jpg	0010
12	Mario		Hernandez	Auto Retailing International	96304	Mario Hernandez.jpg	0011
13	Mandelsohn	Nebuchadnezzar	Johnson-Kennedy Jr. III Esq.	National Trade Publications and Quarterly Magazines, LLC	12378	Mandelsohn Johnson-Kennedy Jr. III Esq..jpg	0012
14	Harold		Chan	XYZ Pharmaceuticals	50149	Harold Chan.jpg	0013
15	Cary		Bretton	Verified Security Management LLC	33025	Cary Bretton.PDF	0014
16							

Text is ALL UPPER CASE - will print as such

Longer data threads - if personalization space is limited will need to reduce in size significantly in final print

Underscores;Missing/extra spaces;periods etc. - if not matched exactly in photo filename then photo will not be found

Missing leading zeroes in number

Leading Zero present

Wrong file format used for photo - PDF instead of jpg