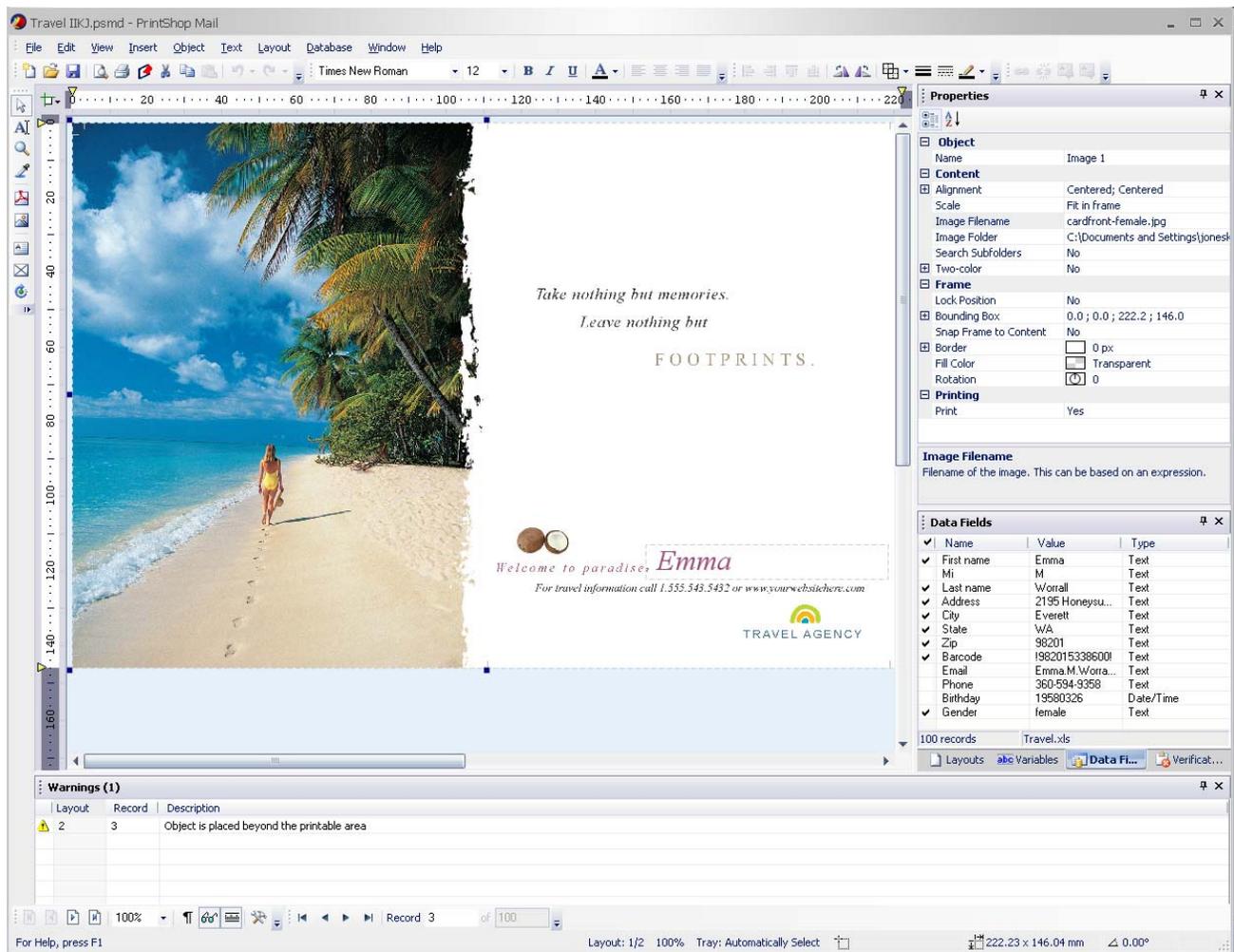


Step By Step Guide

PrintShop Mail Travel Industry Postcard



In addition to this printed guide, a flash based step by step is also available.

Background



His and Hers Postcards

There are two sets (front and back) of base postcard background images from which PrintShop Mail will intelligently select based upon the gender of the customer. This is often referred to as conditional images, which are built using what PrintShop Mail (PSM) calls the Expression builder. Conditions or conditional logic are the business rules that the customer determines on if something appears or disappears. In this demo for example, if the Gender field contains “male” print the sunset and coconut images, if it says, “female,” then print the woman walking down the beach and the starfish. Intelligently selecting the background is referred to as page picking in PrintShop Mail.

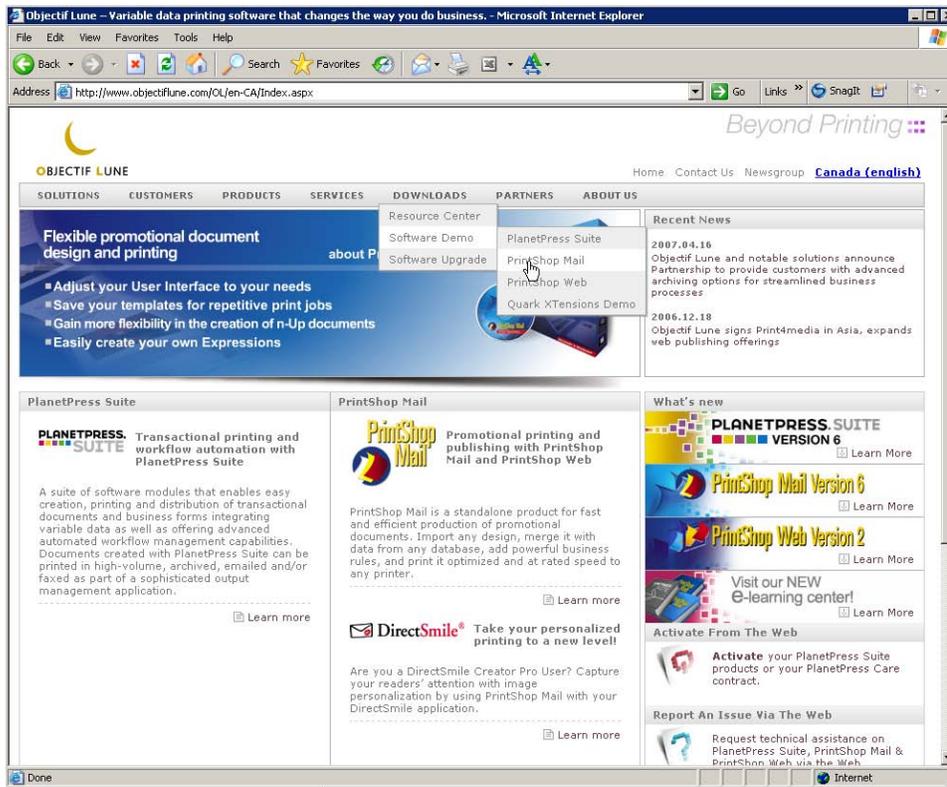
PrintShop Mail enables a real time preview of your work as you design for WYSIWYG (what you see is what you get) results. PrintShop Mail also has a built in warning system letting you know if you are not going to get the expected results, down to the detail of which record will not print correctly.

PrintShop Mail optimizes the print streams in many different possible ways in order to ensure the fastest and more efficient printing and finishing possible.

This Step by Step Guide ends with an Appendix section which outlines important things to know when working within PrintShop Mail including detailed set up for the printed output, as well an outline of additional sales support that is available

Estimated Time: 20 minutes for download, 25 minutes to build the form for the first time.

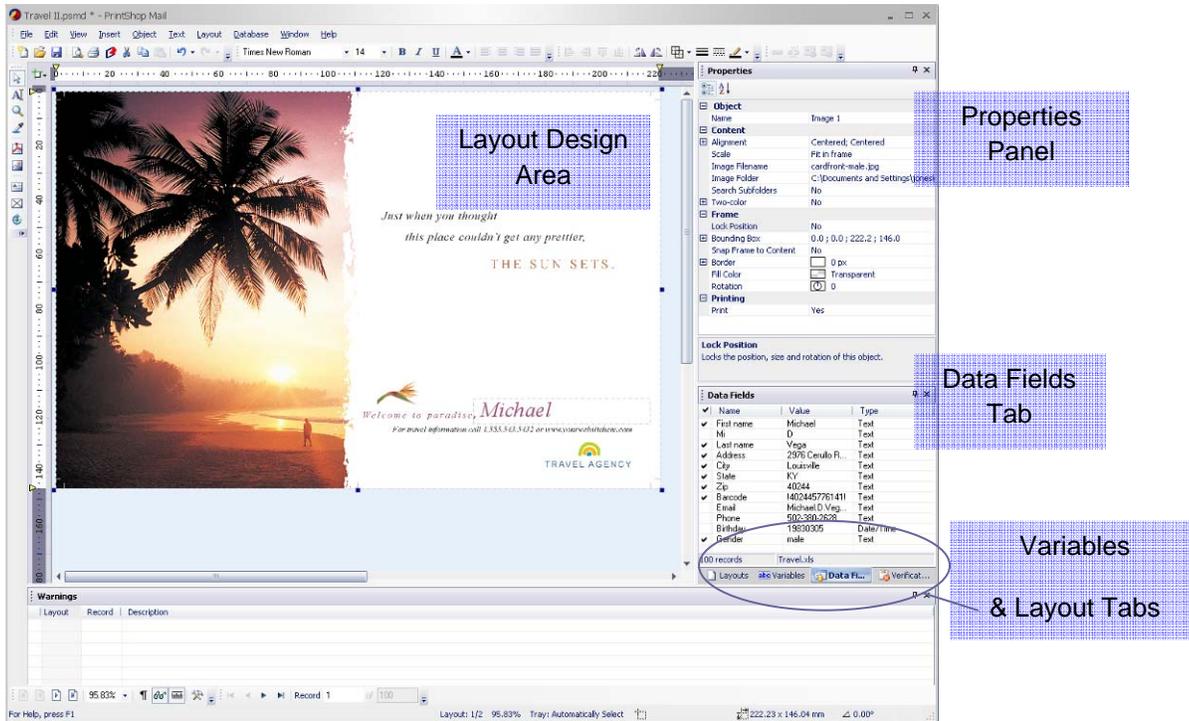
Setting Up



- 1) **DOWNLOADING THE SOFTWARE:** Download PrintShop Mail from the web or from a CD. From the web is recommended as you know you will always have the latest version.
 - a) Go to www.objectiflune.com
 - b) Click on Downloads, then Software Demo. (See Image Above.)
 - c) Click on PrintShop Mail
 - d) Fill out the short form then hit Submit.
 - e) Download the Software

The demo version of PrintShop Mail is fully functional. It will allow you to print 25 records at a time. Not pages, but records. Records meaning the number of lines in your database, or number of people for which the document is being created, regardless of the number of the pages in the design.

- 2) **PUTTING THE RESOURCES INTO PLACE**
 - a) Create a folder on your Desktop titled, "PSM Travel Postcard Demo."
 - b) Open the Zip file of resources and extract the contents to that folder.
- 3) **INSTALL THE POSTNET BARCODE FONT** For this demo, you will need to download the provided PSM Postnet barcode font.
 - a) Choose Start > Settings > Control Panel (Note: In Windows XP, choose Start > Control Panel)
 - b) Double-click the Fonts folder.
 - c) Choose File > Install New Font.
 - d) Browse to the new folder on your desktop, locate the PSM_Postnet.ttf.
 - e) Click OK to install the fonts.
- 4) **OPEN PRINTSHOP MAIL**



5) PRINTSHOP MAIL DESIGN TOOL OVERVIEW. Take a moment to familiarize yourself with parts of the interface you may not be used to seeing in other Windows based interfaces.

a) Moving from left to right, starting with the Toolbar on the left:

- i) Select Mode
- ii) Edit Mode
- iii) Zoom Level
- iv) Eyedropper
- v) Place PDF
- vi) Insert Image File
- vii) Place Variable Text
- viii) Insert Image Box
- ix) Rotate

b) The **Layout Design Area** is where the design is done.

c) The **Properties Panel** allows you to make changes to any object on the page.

d) The **Data Fields Tab** shows you fields of data from the database you have attached to the job.

e) Along the bottom of that area, are the **Variables Tab** (allows you to set how numbers, currencies and dates are displayed and printed), the **Layouts Tab** (allows you to navigate the various layouts or pages in the design and the elements on each), and the **Verification Results Tab** (where warnings for the whole document will be listed when a Verify and Print is done.) Please NOTE: In the image above, the Verification Results area is along the bottom. See Tip below.

f) Then the toolbar along the bottom helps with layout navigation and views:

- i) First Layout
- ii) Previous Layout
- iii) Next Layout
- iv) Last Layout
- v) 100% Zoom
- vi) Show/Hide Formatting
- vii) Toggles Preview Mode
- viii) Show/Hide Rulers
- ix) Toolbars

x) Record 1 of 250 Record Navigation

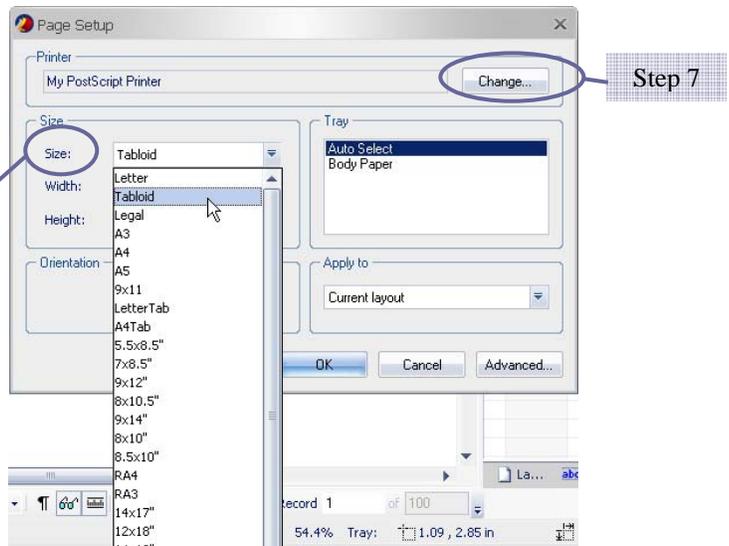
TIP: All the panels above can be moved and docked where you prefer and are most comfortable.

Page Setup

Let's get started!

Note: If you see a , check out the coordinating screen shot on the right.

- 6) Go to "File > Page Setup" Step 8
- 7)  Click "Change" button to select the PostScript printer to which you want to print.
- 8)  Change paper size to 11"x17", also called Tabloid.
- 9) Set "Apply to": Whole document
- 10) Click OK

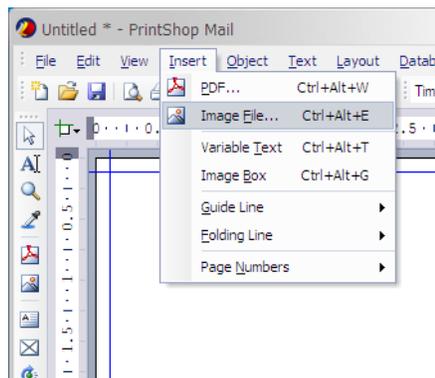


Insert Background Images

- 11)  Go to "Insert >"
- 12) Select "Image File..."

Note: It is possible to import a PDF or Microsoft Word document, which will automatically be converted to a PDF file from the Insert > PDF dialog box.

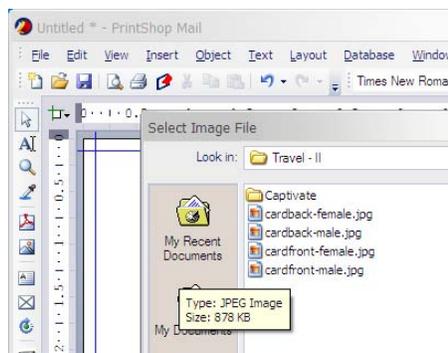
Background images can also be in image formats: .eps, .gif, .ico, .jpg, .tif, and .bmp.



- 13)  Browse for image (cardfront-male.jpg)
- 14) Click "Open"

Tips: If you are inserting a PDF as a background image, you can either go to the Insert menu, choose PDF, or you can also click the "Place PDF" button in the Tools toolbar. Importing a PDF in this way allows you to not only proportionally scale, but also place the PDF anywhere on the layout. This will create layouts that match the pages in the PDF file.

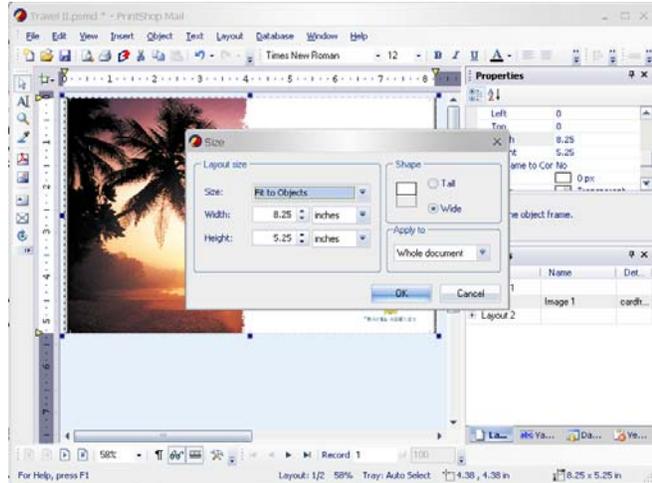
Also, if there are multiple images on a page, PrintShop Mail supports drag and drop onto the screen.



Set Layout Size

A PrintShop Mail document may consist of one or more layouts, which can be of different sizes. PrintShop Mail supports multiple layout sizes within one document.

On startup, PrintShop Mail always starts out with a blank layout. The size of this blank layout is set to Fit to Page. The layout size and shape (tall or wide) can be specified per each layout by selecting Size in the Layout menu or by selecting the layout in Layouts Panel.

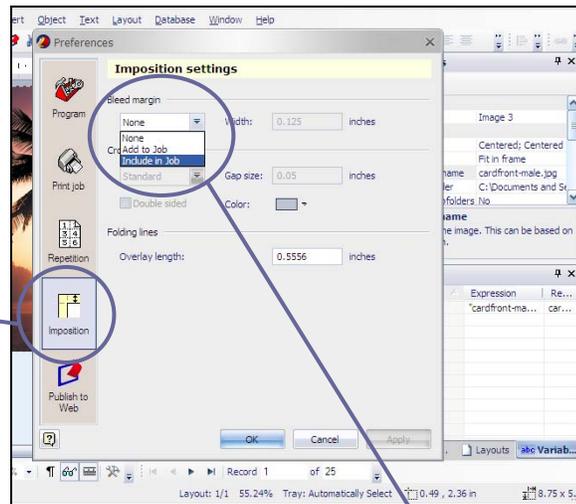


- 15) Go to "Layout > Size"
- 16) Change "Size:" to "Fit to Objects"
- 17) Set "Apply to": Whole document
- 18) Click OK

Add a Bleed Margin

A bleed margin is a part of your layout that is printed to the edge of a finished page. Once a page is reproduced on press, the bleed margin is removed.

In PrintShop Mail, your total layout size (as seen in Size in the Layout menu) includes the bleed margin



Step 20

- 19) Go to "Edit > Preferences"
- 20) Select the "Imposition" icon on the left
- 21) Change "Bleed Margin" to **Include in Job**
- 22) Change **Width** to 0.125"
- 23) Click OK

Step 21

NOTE: If the layout includes a bleed margin, crop marks will, by default, be included. Crop marks are printed lines that make it easier to trim the document to its finished size after the bleed margin is removed. You can change the size of the marks in this same dialog box.

Set Print Job Settings

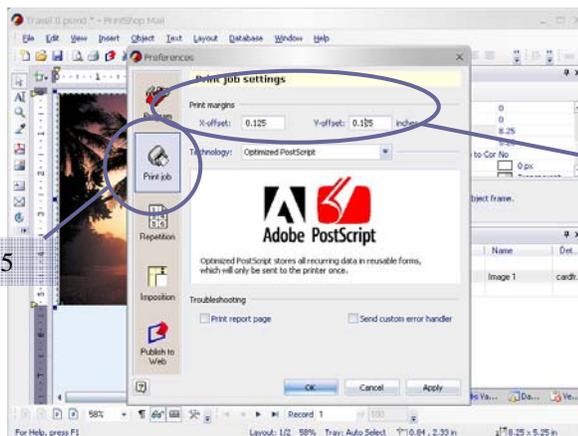
First we will set the print margins. Specifying the offset that causes the output to shift, relative to the top left corner of the page. In the layout view, the printable area lines take the print offset into account. If you specify a positive X-offset, the printable area shifts to the left.

24) Go to "Edit > Preferences"

25)  Select the **Print Job** icon on the left

26)  Change **X-offset** and **Y-offset** to *0.125*"

Step 25



Step 26

Note: If your measurements are not in inches, you can change that by clicking on the Program icon on the left of the dialog box and change the Measurement In settings to inches, then click Apply.

27) Click Apply

Note: We are going to use the default Technology for optimizing the print stream, Optimized PostScript. See the Appendix for a full list of supported technologies:

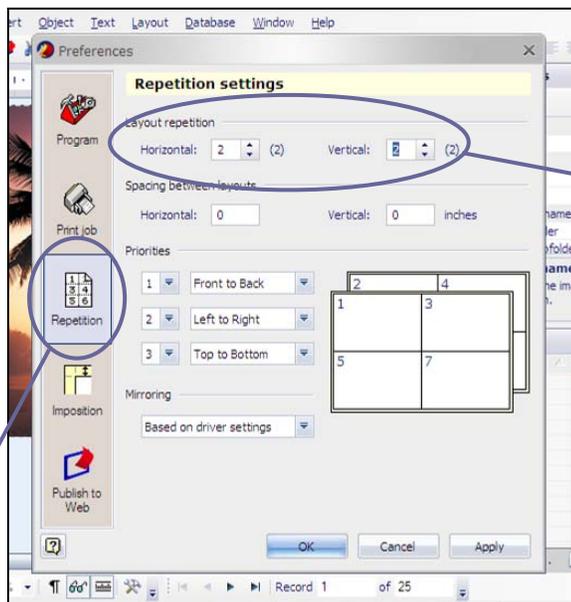
Next we will set the multi-up or n-up settings for this job.

28)  Select the **Repetition** icon on the left

29)  Set the **Horizontal** and **Vertical** repetitions to 2. *The number in parentheses indicates the maximum number of repetitions possible with the current layout and print settings.*

30) Click **OK**

Step 28

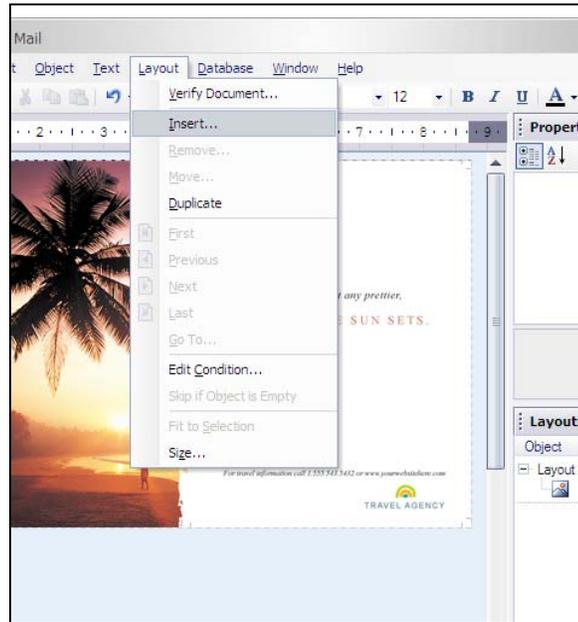


Step 29

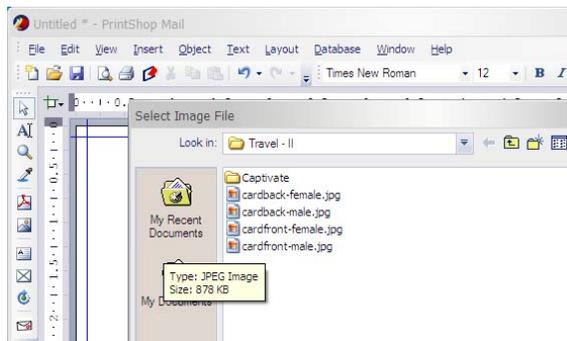
Note: More information on Repetition Settings can be found in the Appendix.

Set Up the Back of the Postcard

- 31)  Go to **Layout > Insert**
- 32) Insert 1 layout at end of document
- 33) Click **OK**



- 34) Go to **Insert > Image File...**
- 35)  Browse for the **cardback-male.jpg** file
- 36) Click **Open**.

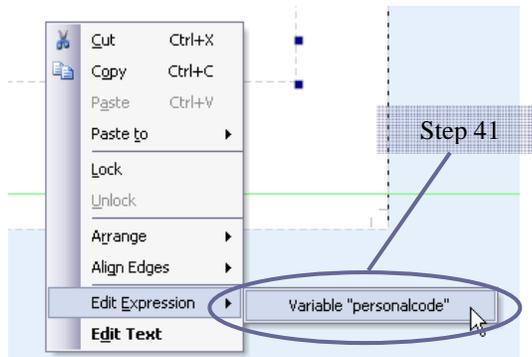
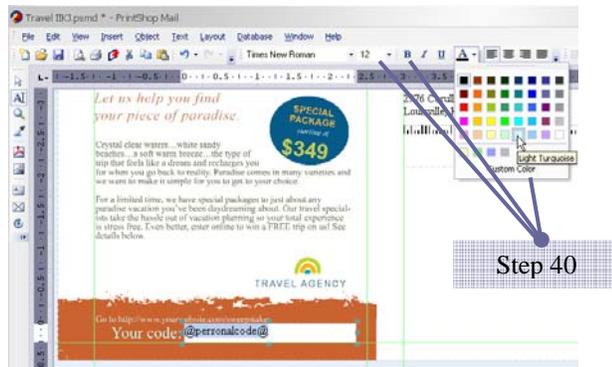
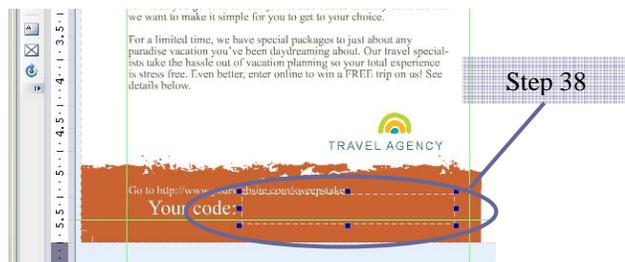
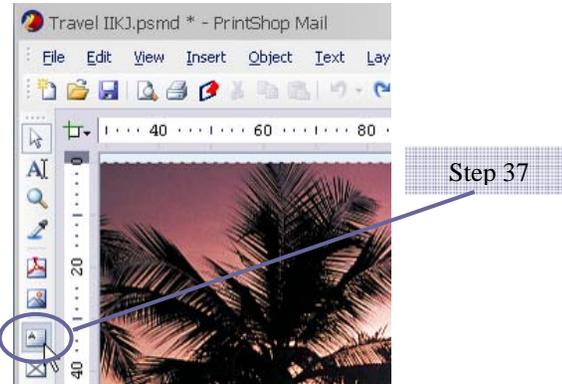


Adding a Unique Code Number Using the Counter Expression

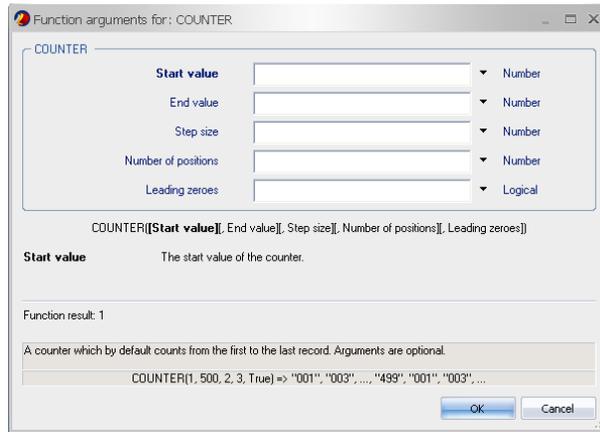
The postcards have a unique Sweepstakes code, which can be generated from the Counter functionality in the Expression Builder.

PrintShop Mail allows you to create customized serial numbers without a database. You can use these numbers to serialize such items as raffle tickets, coupons or self-mailers. In combination with the barcode functions, you can create serially numbered barcodes.

- 37)  Click on Place Variable Text button
- 38)  Move your cursor to the right of and drag a box to the right of Your Code on the bottom left of Layout 2.
- 39) Type @personalcode@ *Anything between the at (@) signs, is considered to be a variable. You are creating variable data that is not in the database.*
- 40)  Highlight the text and apply the light turquoise color, the font size to 16 and make it Bold, then click outside of the box.
- 41)  Right click on what appears to be an empty box and choose Edit Expression > Variable "personalcode"



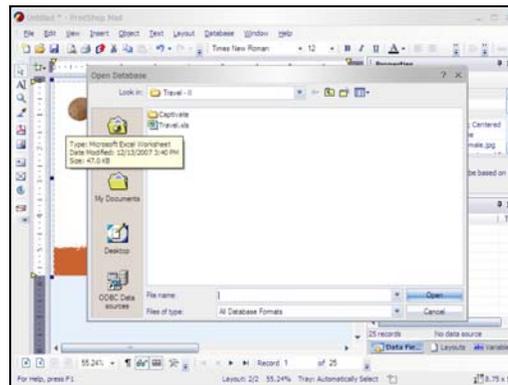
- 42)  Double click on Counter from the Functions menu and a Wizard opens.
- In the start value, enter 789654321 (these are all random numbers, but you can make them anything you want.)
 - In the End value, type 999999999
 - Set the step size to 10. *Default is 1.*
 - Set the number of positions to 9. *This refers to number of characters the counter will create. By default no extra characters will be added.*
 - For leading zeros, True is for leading zeroes, False for no leading zeroes (default), type True
 - Click OK, twice.



Database

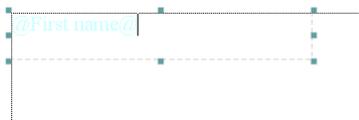
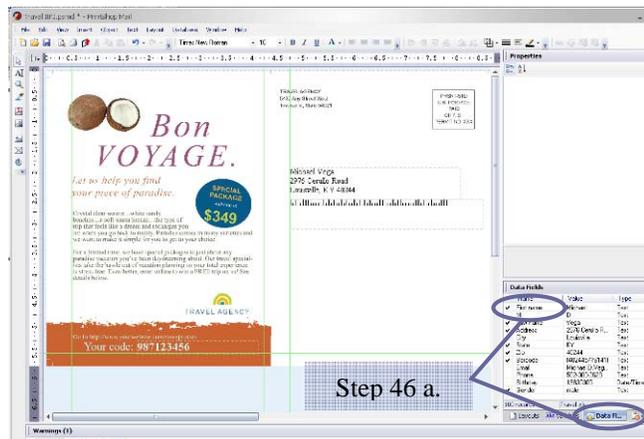
Now let's add the data.

- Go to **Database > Open**
-  Browse for **Travel.xls** file
- Click **Open**



Map and Format Variable Text

- 46) Map the variable data for the address block, on the right side of Layout 2.
- Drag and drop fields from **Data Fields** window onto layout the First name field.
 - Click and drag the lower left corner of the text box so that it is wide enough to accommodate the address block and bar code. The text will default to the turquoise color from the previous text box. Click inside the text box, then highlight the text, change it to black at 11 point size.
 - Position cursor to the end of the First name variable, type a space, then drag up the Last name field and hit enter to add a new line.
 - On the second line, drag the Address field. Hit enter.
 - On the third, drag City, type a comma then a space, then the State field, type two spaces followed by the Zip. Hit enter.
 - On the last line drag the Barcode field. Highlight it, then select the PSMPostNetTt font from the font dropdown menu to apply the correct barcode font.
 - Click outside of the box to see a preview and drag it into place.

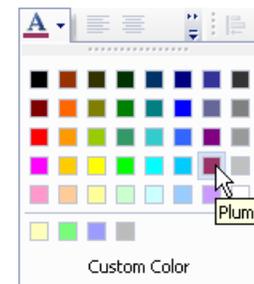
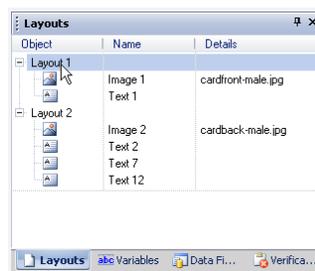


Tip: In other jobs, if you have a text box that needs to appear on multiple layout pages:

- 1) With the textbox selected, go to Edit > Copy
- 2) Then go to Edit > Paste To > Remainder of Document

You will have to make the changes on the other layouts to make sure the text box is in the right location. You can browse layouts from the Layouts panel.

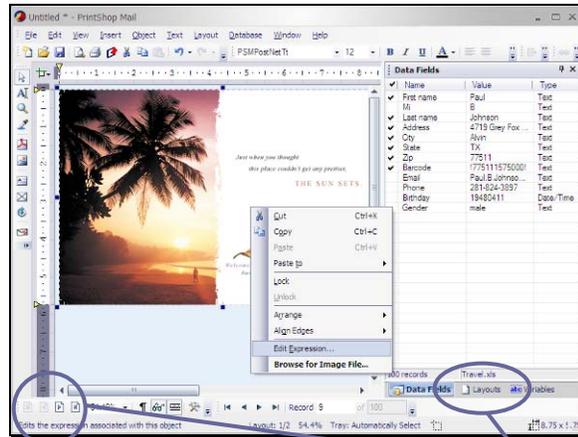
- 47) Add the first name to the front of the postcard.
- Click on the Layouts Tab and choose Layout 1.
 - From the Data Fields tab, drag the First name field onto the screen on Layout 1.
 - Highlight the text and set it to Times New Roman, 22 points, italicized and plum colored.
 - Click outside of the box and drag it into place.



Making the Images Variable

We've set up the front and back of the postcard, but we want the guys to get the picture with the palm tree on the front and the coconut on the back, and the ladies to get the image of the woman walking down the beach on the front and the starfish on the back.

- 48)  Go to first layout using layout arrows on the lower left, or from the Layout tab.
- 49)  Right click the image and select **Edit Expression...** from the context menu



Step 48

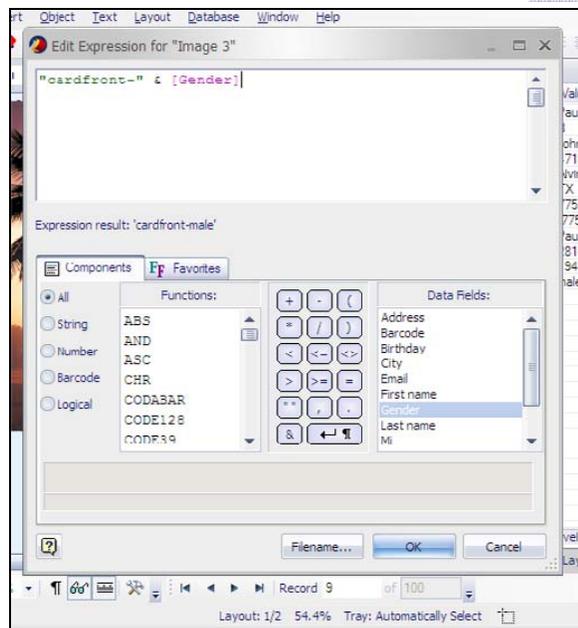
- 50) The Expression will say: "cardfront-male.jpg"
The images purposefully are named to match the field in the database called Gender. This makes it easy to set up the Expression (also known as condition).

- a) Edit the expression, by first highlighting and deleting "male.jpg".
- b) Click outside of the quotation marks, and click on the ampersand (&), then
- c)  Double click on the Gender field.
- d) Click ampersand again, then
- e) Click on the Quotes button and type <.pdf> so that it looks like this:
"cardfront-" & [Gender] & ".jpg"

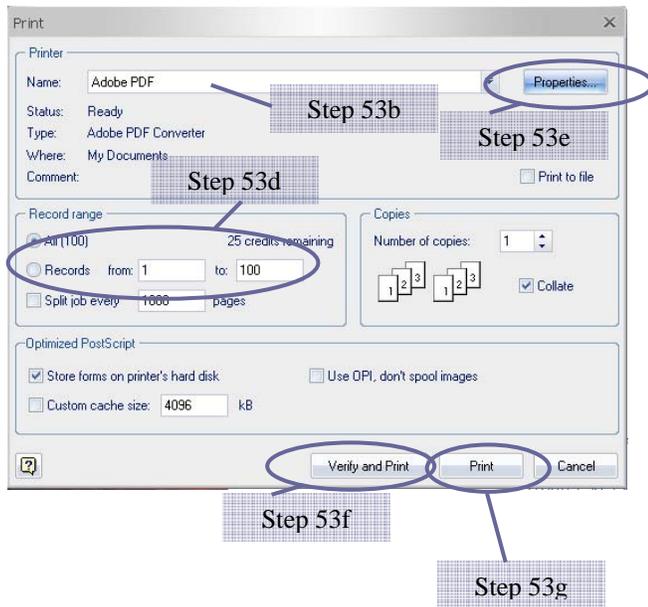
- 51) Click OK. Viola! The image will now change based upon the data.

- 52) We need to set up the back to be conditional as well.

- a) Follow Steps 48 – 50, but with the following exceptions:
 - i) Layout 2 instead of 1
 - ii) It should look like:
"cardback-" & [Gender] & ".jpg"



Printing



53) Now it's time to print your variable data job.

- Click on File > Print to get the Print Dialog Box.
- Select your PostScript printer from the drop down menu to which you are printing.
- If you are printing in demo mode (you do not need to have a dongle), you will be able to send 25 records at a time. After that, you will need to close and re-start PrintShop Mail, to be able to print 25 again.
- In the Record Range section, choose from 1 to 25.
- Click on Properties and from the printer driver, set up for duplex printing.
- Then click Verify and Print. See the callout box below on Verifying a PrintShop Mail Document.
- Click Print.

Congratulations! You have completed building your variable data postcard.

About document verification

Before printing your document, you can verify that it is ready to print at two levels:

- Layout level: Warnings at layout level will show the layout number in the **Warnings Panel**.
- Record level: Warnings at record level will show the layout number and record number in the **Warnings Panel**.

PrintShop Mail performs the following checks:

- Are any images or PDF files missing?
- Are all items placed within the printable area?
- Does a text object contain more text than the text box can hold? For example, the following warning is displayed: "Text does not fit in its bounding box". You can prevent this warning from appearing again by resizing the text box or by linking the text box to another text box.

Warnings. While you are working, PrintShop Mail will dynamically check for any possible errors on the layout and will display any occurring error in the Warnings Panel.

Verify Document When you select from the Layout menu, Verify Document, a progress bar will be displayed, showing the amount of records being checked. The warnings for the whole document will be listed in the Verification Results Panel. **Note:** Verify document will be stopped when 1000 warnings are found or when you press the cancel button on the progress bar.

Here is a list of a few possible messages:

- Object is placed beyond the printable area
- Object is not entirely placed on the layout
- Text file not found
- Variable X is not linked to an expression
- Text does not fit in its bounding box
- Image X not found
- Error loading image
- Page number X is invalid; this PDF only contains Y pages
- Variable X: argument Y is invalid
- Variable X: barcode input string Y is invalid
- Variable X: date format Y is invalid
- X contains at least one TrueType font that is not embedded in the PDF
- Variable X: database field Y not found

Appendix: PrintShop Mail Preferences

The Preferences dialog box of PrintShop Mail contains a lot of power. To get to Preferences, Click on Edit across the top, then Preferences.



In **PROGRAM SETTINGS** are two sections:

GENERAL OPTIONS

Variable Markers. Specify the characters that delimit (enclose) the variables in your text objects.

Measurement in. Select the unit of measurement for PrintShop Mail.

Items without database. Specify the total number of records when no database is open.

Interface language (Windows Only). Specify which language you want to use.

Interface theme. Specify the appearance of the application user interface. It is possible to choose from: Classic, Blue, Aqua.

LAYOUT APPEARANCE

Select the color for specific lines:

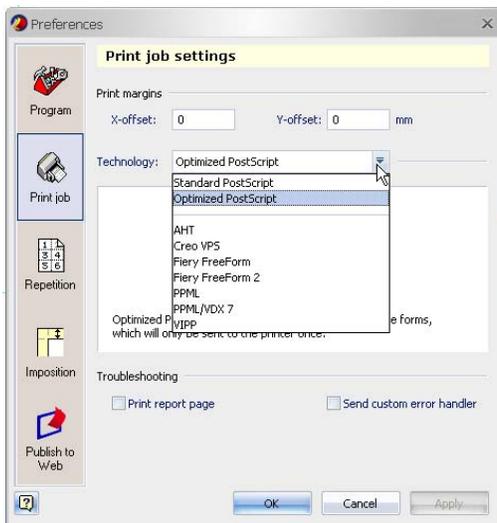
Bleed, Folding, Crop marks (Mac OS)

Printable area. Specify the order in which the printable areas are drawn, relative to the objects. Top specifies that the areas are always visible, Bottom that they are obscured by objects.

Guide lines.

Specify the order in which the guide lines are drawn, relative to the objects. Top specifies that the lines are always visible, Bottom that they are obscured by objects.

Magnetic strength. Define guide line sensitivity when moving or resizing objects. When the cursor comes within the specified pixel range on either side of a guide line the object snaps to it.



PRINTJOB SETTINGS:

PRINT MARGINS

Specify the offset that causes the output to shift, relative to the top left corner of the page. In the layout view, the printable area lines take the print offset into account. If you specify a positive X-offset, the printable area shifts to the left.

TECHNOLOGY

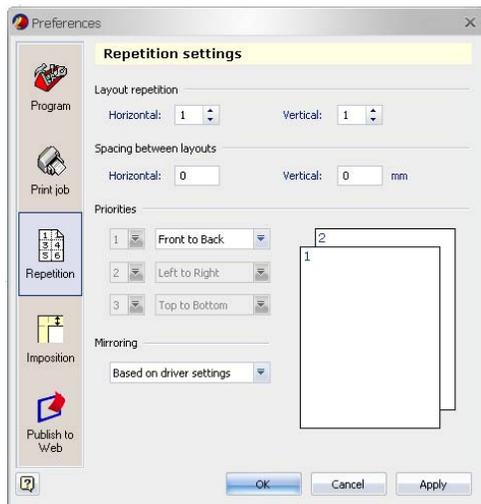
Select which print technology is used to optimize your PostScript output: Standard PostScript. Optimized PostScript. AHT, Creo VPS, Fiery FreeForm, Fiery FreeForm 2, PPML, PPML/VDX, VIPP.

TROUBLESHOOTING

Print report page. Specify that a report page is printed at the end of the job.

Send custom error handler. Specifies whether a Postscript error will generate a custom error page containing tips on how to solve the problem. Leave this box unchecked if you want your printer to handle any errors.

Appendix: PrintShop Mail Preferences *(continued)*



REPETITION SETTINGS

LAYOUT REPETITION

Layout Repetition. Specify how the actual multi-up is done. The number between brackets indicates the maximum number of repetitions possible with the current layout and print settings.

Spacing between layouts. Specify the horizontal and vertical distance between each layout

Priorities. Specify how the database order is printed. You can specify: Left to right, Top to bottom and Front to back.

For example: To print Through-the-stack, set top priority (1) to Front to back, priority (2) to Top to bottom and priority (3) to Left to right. This way the first record is printed on the top left corner of the first page, the second record is printed on the top left corner of the second page, etc. This eliminates the need for collating after the job is printed.

Mirroring. Specify that the positions of the layouts on the back of each page should match the positions of the layouts on the front of each page. In effect, the layout positions on the back will be mirrored horizontally. You can specify: Simplex, Based on driver settings, Flip on long edge. **Note:** Some printer drivers do not correctly report duplex settings. You can force PrintShop Mail to mirror the layout positions on the back by specifying "Flip on long edge".



IMPOSITIONING SETTINGS

BLEED MARGIN

Specify bleed margin information: None, Add to Job, Include in Job, and Width.

CROP MARKS

Select: None, Standard or Japanese. **Note:** You can only specify crop marks if you have specified a bleed margin.

Double Sided: When you select this option the crop marks will be printed in both sides of the paper.

Gap size: Specify gap size as the distance between the actual crop mark and the edge of the layout.

Color (Windows): It is possible to select a color for the Crop marks.

FOLDING LINES

Specify the length of folding lines.

PUBLISH TO WEB SETTINGS

For integrating with PrintShop Web, it allows you to publish documents created in PrintShop Mail to the Web. You can set the Server address (URL) and specify Login information to that server.

