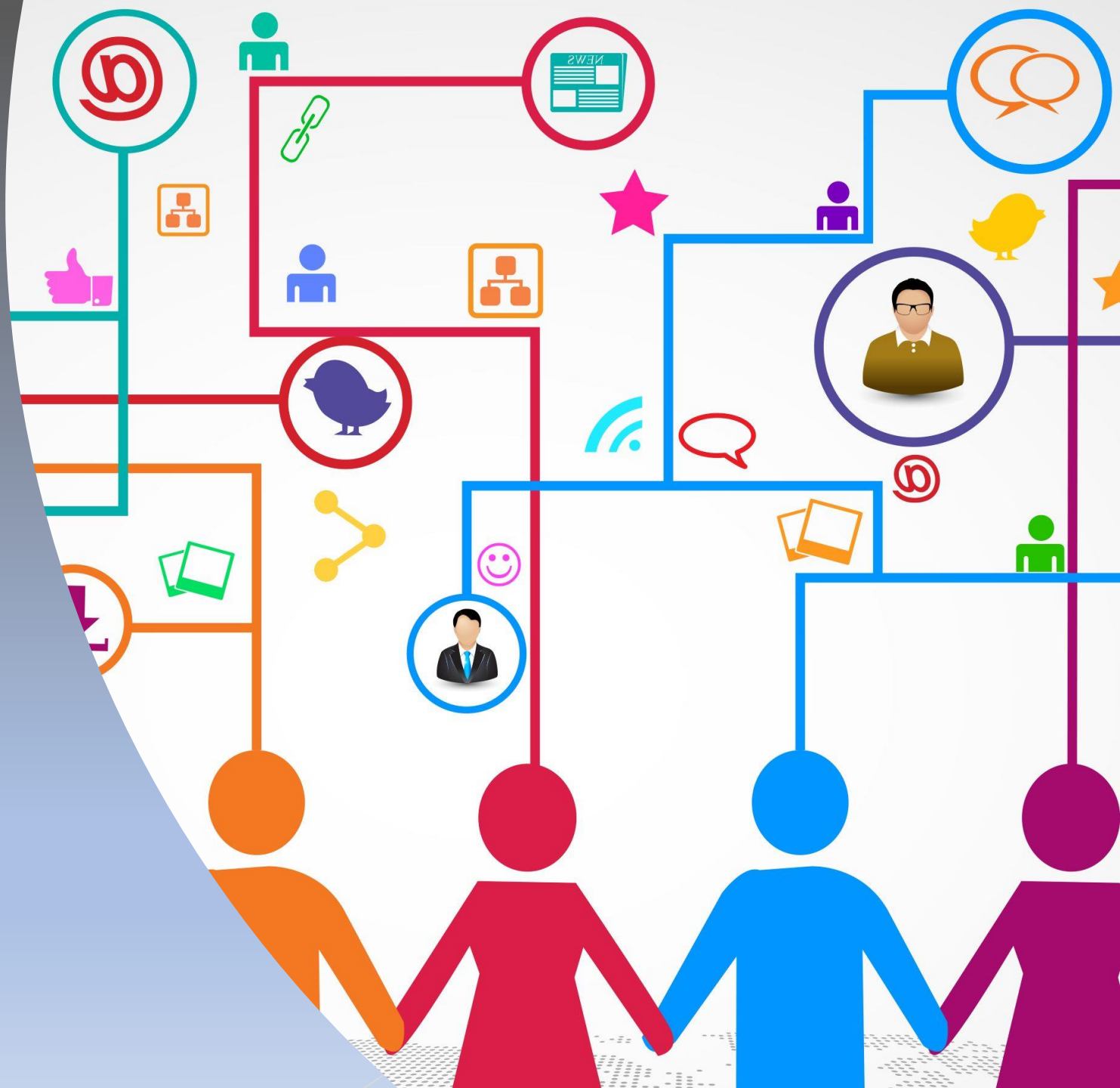


DMAW Production Day: Pre-Press

What you need to know to get
your mailing from strategy to
ready-to-print.

Step 1: Scheduling



**Now more
than ever,
production
needs to be
involved in the
process from
the very start.**



Ways Production Can Help In The Strategy Process

- Look for postal or production savings
- Suggest data and DP instructions to ensure the project is executed as planned
- Ensure the project can be completed as designed
 - *Meets postal regulations*
 - *All pieces will insert into the envelope correctly*
 - *No hidden costs for oversized, thick or heavy packages*

Tips For Planning A New Mailing

- Be as flexible as you can.
- Have a Plan B (or even C) if you are unable to procure collateral.
- Work from the end of the process to the beginning - start with asking 3 basic questions...

Question 1: What is my most important date: in-home date vs. mail date?

Question 2: Based on what we want to mail, are there any items that need to be ordered “early”?

Question 3: What are the non-production deliverables that my team needs to be aware of?

Important Dates To Include In Your Schedule:



Preliminary art date



Final art release date



Data counts due to production team



Data due date



Budget due date



Mail date/in-home date

Agency Sample Schedule

Quarterly Envelopes Schedule	
Review Budget for 3rd Quarter	2/23/22
Strategy Memo to client for Envelope printing	3/1/22
Art Kick-off for Envelopes for July thru Sept	3/7/22
Envelope art sent to Client for 3rd Quarter	3/14/22
Envelope art Approved by Client	3/21/22
Envelope Art to Print Vendor	3/23/22

Agency Sample Schedule - Appeals

Maildate 7/11/22	
Full Strategy Approvals for July Appeal	3/28/22
Copy to client	4/11/22
Balance of art to client	4/27/22
Data Request	5/16/22
Final Copy & Art Approved	5/18/22
Data due to Mailshop	6/16/22
Postage Due to mailshop	6/30/22

Sample Renewal Production Schedule



- 06/09 - Data, Mailplan Received
- 06/10 – Counts Due
- 06/14 - Dumps & Setups Due
- 06/15 – Dump & Setup Approvals Due by COB
- 06/17 – Insertions Due
- 06/25 – Maildate

Agency Sample Schedule - Acquisition

Maildate 8/8/2022	
Full Strategy Approvals for August Acq.	4/25/22
Copy to client	5/9/22
Outside lists ordered	5/23/22
House file suppression list delivered	5/23/22
Balance of art to client	5/25/22
Final Copy & Art Approved	6/15/22
Merge Perge completed	7/4/22
Data due to Mailshop	7/14/22
Postage Due to mailshop	7/25/22

Sample Acquisition Production Schedule



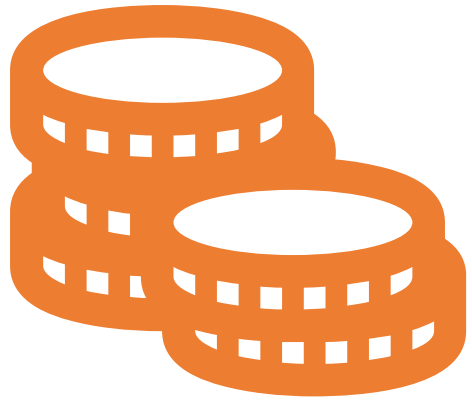
- 01/10 – Grid and Prelim Art
- 01/31 – Postage Request Due
- 02/04 – Budget Due
- 02/09 – Final Art Due
- 02/23 – Data Due & Copy Deck
- 03/02 – Counts Due
- 03/05 – Inkjet envelope setups Due
- 03/08 – Dumps and Setups Start
- 03/16 – Insertions Due
- 04/01 – Mail Date

Step 2: Budgeting



Budgets

Be upfront about what you need - *including any limitations.*



Questions to think about:

- *Should postage be included in the budgeted price?*
- *Do you want to see print overs or have them rolled into the current quantity?*
- *If you are using inventory, do you need to see those costs added to the budget?*
- *Do you need roll out costs for any tests?*

What does Production Need to Know to Build a Budget?



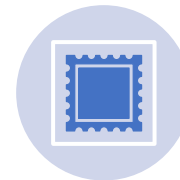
Size and specs of each printed piece.



How many inks and if there are bleeds.



Personalization needs.



Postage treatment.



Expected quantity of names (in total and per package.)



Additional data processing needs.

What If Something Changes Before Going To Press?

1

Alert your production partner to the changes as quickly as possible.

2

Ask if the change will affect the pricing/sourcing of suppliers. *Don't assume that it will not matter to the budget.*

3

Request a new budget (if necessary).

4

If the charges will not fit into an already approved budget, regroup as a team.

Step 3: Ready To Start The Process



Prepping Art For Release



Make sure all finished pieces match the descriptions used in the budget



Make sure each file is labeled and easily identified - especially when 2 versions are very similar



Be sure to include PDFs showing both preprint versions and an FPO versions (when personalization is needed)

Prepping Data For Release



**MAKE SURE THE DATA FILE(S)
ARE LABELED CLEARLY.**



**INCLUDE A FILE LAYOUT FOR
EACH DATA FILE.**



**MAKE SURE THAT ALL VARIABLE
FIELDS FROM THE FPO TEXT
ARE INCLUDED IN THE DATA.**

Send Data Processing Instructions That Include:

- ▶ What data is used for each package: segmentation, source codes
- ▶ Any special needs for the data - NCOA, Merge Purge, CASS, Ask Calculations
- ▶ Where and how FPO copy is to be applied
- ▶ Seed instructions
- ▶ Sample instructions

Questions?



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