

Variable messaging is an Allen Press service that provides the opportunity to use the data and criteria supplied in mailing lists—and the polybags in which journals are inserted for protection during mailing—to create simple, customized communications targeted to subscribers and readers. It involves the same automated printing process, ink-jet application, and digital technology used on the packaging line to print address and USPS information on polybags. It is not used on self-mailers or mailing labels.

## Definitions

In the context of this service, the definition of “addressing” text on polybags includes such items as the mailing address, return address, and indicia.

The operational definition of “static” text is a message that occurs on every piece in a given mailing without variation. Examples of this include a society website address and branding information specific to the journal.

The operational definition of “variable” text is messages that are targeted to specific groups of recipients on the mailing list based on predetermined submitted criteria. For example, one group of recipients with subscriptions due to expire might get a message reminding them to renew while another group who has recently renewed might receive a message of appreciation.

## Workflow

When you supply the mailing list to Allen Press, variable messages—the criteria defining who the messages are targeted to—and any static messages are also supplied. When the service is initiated, a pre-formatted template (PDF form) will be supplied to you to assist in the design and planning process. At the same time that the mailing list is undergoing certification and other preparation, the variable messages are identified and associated with the list, and converted for printing. The software on the packaging line then processes and interprets the file to provide instructions for the spray head to print the message on the correct mail piece in the correct location.

## Specifications

Up to eight (8) variable text messages are possible per mailing set-up. Blanks are included as a variable.

There are two basic trim size categories for this service:

Large Trim Size is defined as greater than 7" × 10" up to 8 ½" × 11"

Small Trim Size is defined as less than or equal to 7" × 10"

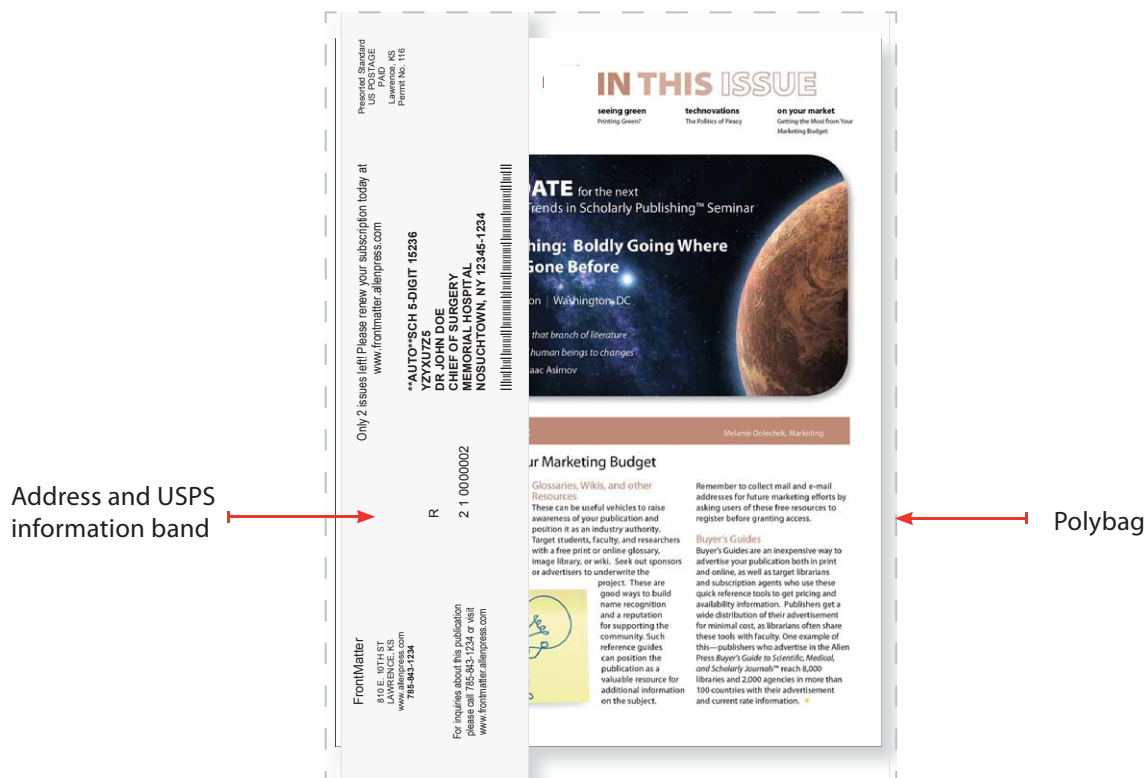
The text field locations available for Large Trim Size are:

- Variable Message Top Center
- Variable Message Lower Left
- Variable Message Top Center + Static Message Lower Left
- Static Message Top Center + Variable Message Lower Left

The text field locations available for the Small Trim Size are:

- Variable Message Lower Right
- Variable Message Lower Left
- Variable Message Lower Right + Static Message Lower Left
- Static Message Lower Right + Variable Message Lower Left

The following mock-ups are included to illustrate how the messaging can be applied to the polybag. The specifications for text field sizes, point size, and font are pre-formatted in the template (PDF form) mentioned in the Definitions section.



# Large Trim Size

The diagrams illustrate four configurations for a polybag layout:

- Variable Message Top Center:** The top center area contains a variable message: "Only 2 issues left! Please renew your subscription today at [www.frontmatter.allenpress.com](http://www.frontmatter.allenpress.com)".
- Variable Message Lower Left:** The lower left area contains a variable message: "Thanks for renewing your subscription to FrontMatter. We've enclosed a complimentary copy of the Allen Press Journal Pricing Study."
- Variable Message Top Center + Static Message Lower Left:** The top center area contains a variable message, and the lower left area contains a static message: "For inquiries about this publication please call 785-843-1234 or visit [www.frontmatter.allenpress.com](http://www.frontmatter.allenpress.com)".
- Static Message Top Center + Variable Message Lower Left:** The top center area contains a static message: "Only 2 issues left! Please renew your subscription today at [www.frontmatter.allenpress.com](http://www.frontmatter.allenpress.com)". The lower left area contains a variable message: "For inquiries about this publication please call 785-843-1234 or visit [www.frontmatter.allenpress.com](http://www.frontmatter.allenpress.com)".

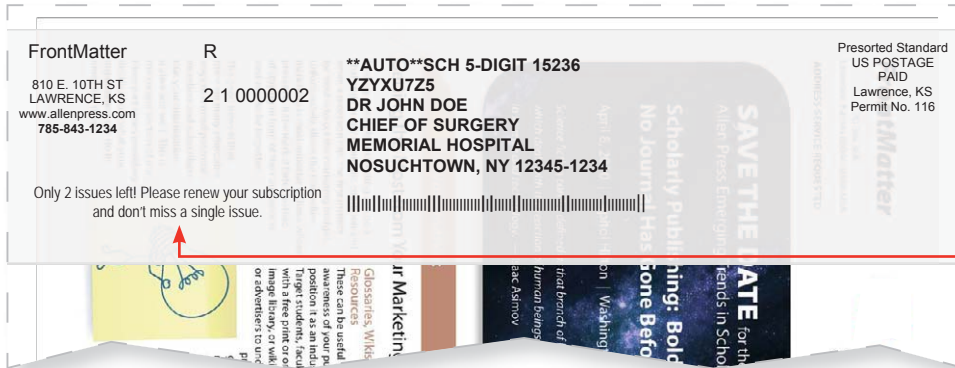
Each polybag layout includes the following static elements:

- FrontMatter logo and address:** 810 E. 10TH ST, LAWRENCE, KS, [www.allenpress.com](http://www.allenpress.com), 785-843-1234.
- Postage information:** Presorted Standard US POSTAGE PAID, Lawrence, KS, Permit No. 116.
- Barcode and return address:** \*\*AUTO\*\*SCH 5-DIGIT 15236, ZYXU7Z5, DR JOHN DOE, CHIEF OF SURGERY, MEMORIAL HOSPITAL, NOSUCHTOWN, NY 12345-1234.
- Delivery code:** R 2 1 0000002.

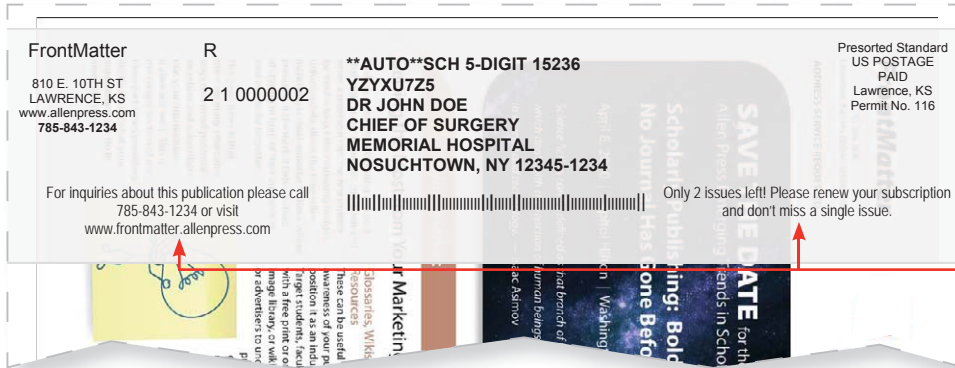
# Small Trim Size



Variable Message Lower Right



Variable Message Lower Left



Variable Message Lower Right + Static Message Lower Left



Static Message Lower Right + Variable Message Lower Left