



Glossary – DATA & PERSONALIZATION

Append: To add a character or characters on to the end of a code or field.

Bleeds: Print image that extends beyond the edge of the final trim size.

Camera Ready: Term used to describe text or image of artwork on paper that does not require any preparation to begin pre-press production. Also see **Mattes**.

CASS (Coding Accuracy Support System): Software used for mail names that validates the addresses.

Check Digit: Last digit at the end of a barcode that verify that the address and barcode match.

Comma-Delimited file: Data file that separates individual fields with a comma.

Compression (compressed file): Packing data together on a file to save space.

Continuous Form: Paper usually contained on a roll that is ultimately cut down into sheets of paper. This can be a cost effective way of printing for larger quantities.

Conversion: Translating a data file from it's own unique layout to one that is consistent with all other incoming data.

Copy: Written material on a page.

Count by Code: List of source codes, or key codes, as found on a file with an actual number of records on the file containing the specified code

Crop marks: Marks printed on paper to indicate where the paper will be trimmed.

Cross Section: A sample list compiled from a segment of a file that is representative as a model of the segment.

Cutsheet: Term used to describe a piece of paper that runs through a printing press or printer as a single sheet.

Data: Information found on a list file, to include personal information about an individual.

Data Processing (DP): Process of reading and passing data through software to convert, presort, CASS, program and/or other data functions.

De-dupe: Data processing function that identifies and omits any name or record appearing on a file more than one time.

Digital Proof: Electronic output of intended print image / laser document supplied to serve as a final quality control before printing.

Dollar String: Dollar amounts found on response cards and personalized letters that relate to the donor's giving history.

Dot: Smallest impression used with other dots to create an image.

Dump: Computer generated printout of records accompanied by a file layout to read and identify specific fields on a file.

Dupe Elimination: During a merge/purge, the process of identifying and separating duplicate names for a given mailing, so as to not mail the same person multiple times.



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Duplex: For laser personalization, refers to lasering on both sides of a sheet of paper

Duplicate (dupe): One record that matches another record using match criteria that identifies records that could be found in more than one location on a file.

Entry Facility: The USPS center that serves as the original mail point. Data Processing Department requires this information before performing the postal presort.

Field: Location on a file identified by the file layout that stores information pertaining to a specific record.

Field Length (record length): Identified in data, the number of bytes or characters used to describe the size of the data field

File: Term used to describe a collection of names or images stored for use on a computer.

File Layout (record layout): Description of file using field lengths and field names to identify what information is contained on the file.

Flag: A unique identifier used by the list user to classify a specific list segment.

Genderization: Data processing software that will identify records as Mister or Mrs. according to their first name.

Grain: The direction in which paper fibers lie. The paper grain should always be perpendicular to the paper path; 17" x 11" paper stock would be short-grain (8.5" x 11" is long grain).

Hard Copy: A paper printout of data or image found on a tape or disc.

Head: The top of a page of paper above the copy

Headpull: Term used to describe the direction that the art is laid out on a continuous form roll. In this case, the head (or top) of the art (or copy) would be the first thing seen as the roll is pulled.

Hickie: An area on a printed piece where there is an imperfection caused by a dust.

House List: File of members or donors that belong to your own organization.

Household: Merge/purge term used if you want to include persons with the same address, but different names in your final output.

Input Data: Describes original data as it was first downloaded into the computer.

Inter-file duplication: Duplicate name and address found on multiple files.

Intra-file duplication: Duplicate name and address found on a single file.

Johnson Box: Copy found at the top of a letter, above the salutation, with intentions of sparking the reader's interest.

Key Code (also source code): An identification mark assigned to records so as to track response

Kill (name or file): Delete.



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Laser (Light Amplification by Stimulated Emission of Radiation): Printing using high-speed electronic impulses to create images on paper. Typically used to enhance direct mail letter, reply or envelope by creating a personalized component.

Laser Inks: Special inks required for a printed piece that will ultimately pass through a laser printer (typically for personalization purposes).

List Cleaning: Updating mailing lists by identifying and separating out bad or undeliverable addresses.

List Criteria: Specifications of categorized names on a mailing list that differentiate one from another.

Local Area Network (LAN): Two or more private computers linked together to create a centralized place for sharing documents.

Match code: Unique identifying code using any combination of numbers and/or letters that is printed on any personalized components when doing a match mailing in order to associate one's letter with one's carrier, for example, to isolate any error during the match. Used as a quality control at mailshops or lettershops.

Match Mailing: A mail project where more than one component is personalized.

Matte: A coated finish on paper that results in a dull-like paper surface.

Mattes: Letter copy sent to a printer that is generated from the same machine on which a personalized letter will be printed. The intent is to have the pre-printed page(s) of your letter match the laser personalized page(s).

Merge/purge: Data processing function that is executed for (typically) prospect mailings where 2 or more lists are combined as one list (merge). After one list is formed, the names within that list are checked against (using an undefined combination of any and all of the name and address) each other for duplicate records (purge). The end result is (with less than 100% accuracy) one list with no duplicate records. There are options that can be requested that specify the type of merge/purge you need.

1. Individual merge/purge: A person's name on two or more records with matching addresses is considered a duplicate record.
2. Household merge/purge: Any persons with the same last name at a matching address are considered duplicate records.
3. Residential merge/purge: Any persons with the same address are considered duplicate records.

In addition to the type of merge/purge you need, you can also request the level of attention used to define what is a duplicate record.

1. Tight: Comparing records based off of zip code and the first letter of the last name.
2. Medium: Comparing records based off of zip code only.
3. Loose: Comparing records based off of first 3 digits of zip code and first letter of the last name.

Be mindful that this is only a rough description of merge/purge. To find out what best suites your needs, confer with data processing.



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Multi-Buyer: Any record found on more than 1 list after a merge/purge.

National Change of Address (NCOA): List produced by the USPS that serves as a master list of individuals that have changed their address by means of completing a Change of Address Card. This list is used to compare with a mail file to identify and change any names with addresses that are available.

Nixie: also undeliverable -- Any mail that is returned to the sender as identified by the post office as having incomplete mailing information to allow for a successful delivery.

Nth Select: A selection process that narrows down a larger list of names by random selection to end up with the chosen desired quantity.

Offset paper: Uncoated paper

Opaque: Type of paper that is not transparent.

Output: When referring to counts, it is the total number of names after any data manipulation has been completed.

Pander File: Master file of names of individuals who do not want to receive direct mail that can be found at most computer service bureaus.

Parchment: Paper made to imitate the look of animal skin. Usually used to emulate old documents

Personalization: Computer generated method of printing a name from a mail list on a direct mail piece or in the body of a letter.

Presort: Process of sorting mail according to criteria (common first 3 digits of zip code, common 5 digits of zip code, for example) assigned by the U.S.P.S. to identify various levels of discount to mail that ultimately allows for easier routing by the U.S.P.S.

Priority: (List): In regards to a merge/purge, it is the list of fields in order in which the program will check for duplicate records.

Query: Providing specific data criteria to the computer with intentions of obtaining records from the database.

Ream: 500 sheets of paper.

Record: An individual's name and address, and any other pertinent information, contained on a data file in specified fields.

Record Layout (file layout): Description of file using field lengths and field names to identify what information is contained on the file.

Record Length (field length): Identified in data, the number of bytes or characters used to describe the size of the data field.

Seed: Name added to a mail file intended to serve as true verification of mailing

Segmentation: Identifying parts of a list based off of criteria as it pertains to, typically, donor history.



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Selects: Data Processing function where records from a data file are identified, grouped and extracted based off of specific criteria.

Sequence number: Unique number assigned to records in order in which their corresponding mail packages will be sorted and mailed. The number is given to every record typically for match mailings as quality control to ensure that matching components are correct.

Simplex: For laser personalization, refers to lasering on one side of a sheet of paper.

Source Code (key code): An identification mark assigned to records so as to track response.

Suppression: Computer program function wherein criteria are provided to serve as basis of eliminating records (usually duplicates) as identified by the user.

Tab Delimited File: Term used to describe a data file that separates fields with the use of a tab.

Teaser: Word or short phrase of words on a direct mail package, usually on the outer envelope, intended to grab the attention of the recipient to entice the reader into opening and reading the package.

Truncation: Shortening of any given field on a data file by omitting any characters that exceed the specified field length.

Undeliverable (nixie): Any mail that is returned to the sender as identified by the post office as having incomplete mailing information to allow for a successful delivery.

Varnish: Ink coating typically used over heavy ink coverage that gives a smoother finish. This process does not lend itself to absorption of ink for inkjet and laser. Usually a “block out” area is left with no varnish for addressing.

Vellum: A type of paper similar to wove but with a rough, bulky finish.

Wove: Envelope or paper stock containing short hardwood fibers with a small amount of clay filler. It is most equivalent to offset and is on average a less expensive stock. Usually very good for ink absorption for inkjet and laser personalization.