PDF Print Ready Guide

for Expresso®

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for Expresso®

Overview

This document provides guidelines for using PDFs that are ready to print as is, or "print-ready," in the ExpressoTM Customer Communications Management platform. It includes specifications to allow for quality control barcodes, the correct placement of return address and mailing address placement for the Nordis standard #10 outer envelope as well as a remit address if a Nordis #9 envelope is used.

Input File Options

● Single PDFs without mailing addresses or return addresses

● One Index file that contains the information of all the records in the PDF (One to Many)

PDF Specifications

Border

The border for each page should be .5" at the top, bottom and sides.

If the .5" border on top bottom and sides is not possible then there must be .5" on the left of the page

This will allow enough space for quality control barcodes.

Address Placement

If using the Nordis standard outer envelope #10 and Nordis standard #9 remit envelope, the address placement shown in *Figure 1* is required.

Due to the Nordis standard to process the names and addresses through CASS and NCOA it is more efficient to provide the PDFs without the mailing address block and we will place the address sent in the index file. This method also ensures that the address is always in the exact location required for the envelope window.
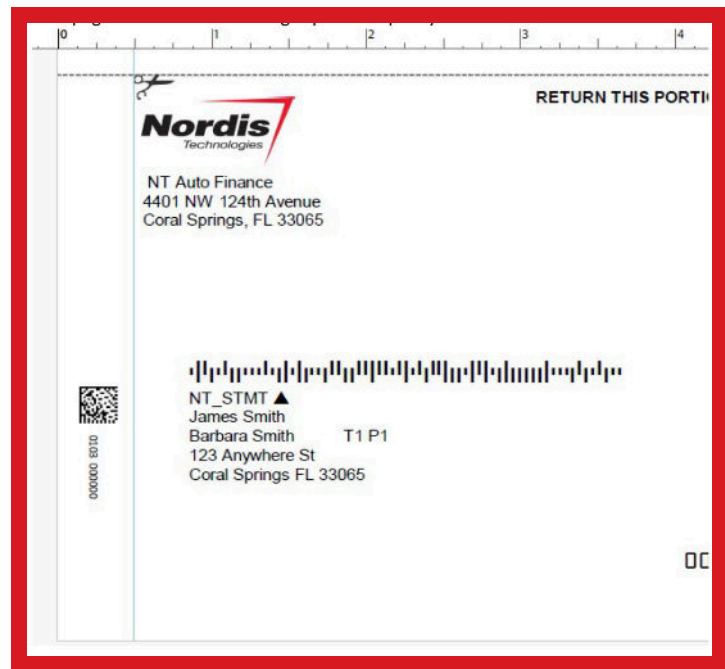

Figure 1

Address Block for Mailing from the Top of the Page

If the return address will not be removed from the PDF prior to submitting to Nordis, then the specifications below provide the required placement measurements when using the Nordis Standard #10 double window envelope.

	Logo	Return Address	Mailing Address	Remit Address
Max. Height	.5"	.625"	1"	.625"
Max. Width	2.5"	3.75"	3.5"	3"
From Left		.5"	1.05"	4.75"
From Top		.25"	1.65"	2.25"

Address Block for Mailing from the Bottom of the Page

	Return Address	Mailing Address	Remit Address
Max. Height	.75"	1"	.75"
Max. Width	3.75"	3.5"	3"
From Left	.5"	1.05"	4.75"
From Top	7.5"	9"	9.5"

Mailing Address Placement

Nordis will place the mailing address in 8pt size font to fit within the envelope mailing window.

Appendix: Examples and Images

Input File

One ZIP File Containing:

Single PDFs: 1 per record
Index File must include fields below:

> Letter code that indicates which package we should assign. The values will be agreed upon during requirements gathering.
> *Example:* GENCLRD
> GEN = Generic   CLR = Color   D = Duplex

PDF FIle Name	First Name	Last Name	Address 1	Address 2	City	State	Country	Package Code

> A field containing the name of the PDF file that belongs to each record

ZIP File Example

Figure 2

PDF Examples without the Mailing Address

We can also add the Return address and Remit address block if sent in the data file or if it does not change it can be hardcoded to ensure that the address is always placed in the correct window placement. The PDF will need to have those locations blank.

Figure 3

Example of Mailing from the Bottom:

[1 - Txt]
MONTHLY INVOICE

[2 - Txt]

[3 - Txt]   [9 - Txt]

[4 - Txt]   [10 - Txt]

[5 - Txt]

[11 - Txt]
Nordis Technologies

[6 - Txt]   [12 - Txt]

[7 - Txt]   [13 - Txt]

[8 - Txt]   [14 - Txt]

[15 - Txt]
Manage your Accounts Online
View invoices and make payments.
www.providerwebsite.com

Wire or ACH instructions USD:
PFS Group
123 AnyWhere St Coral Springs FL 33065

[16 - Txt]

[17 - Txt]   [22 - Txt]

[18 - Txt]

[19 - Txt]   [23 - Txt]
Balance

[20 - Txt]   [24 - Txt]

[21 - Txt]   [25 - Txt]

[26 - jpg img]   [27 - Txt]

[28 - Txt]

[29 - Txt]

[31 - Txt]

[32 - Txt]   [37 - Txt]

[33 - Txt]   [38 - Txt]

[34 - Txt]   [39 - Txt]

[35 - Txt]   [40 - Txt]

[36 - Txt]   [41 - Txt]

[42 - Txt]

[30 - Txt]

[43 - Txt]
Client Name
Remit Address
Remit Address CSZ

[44 - Txt]

Figure 4

Envelope Specifications

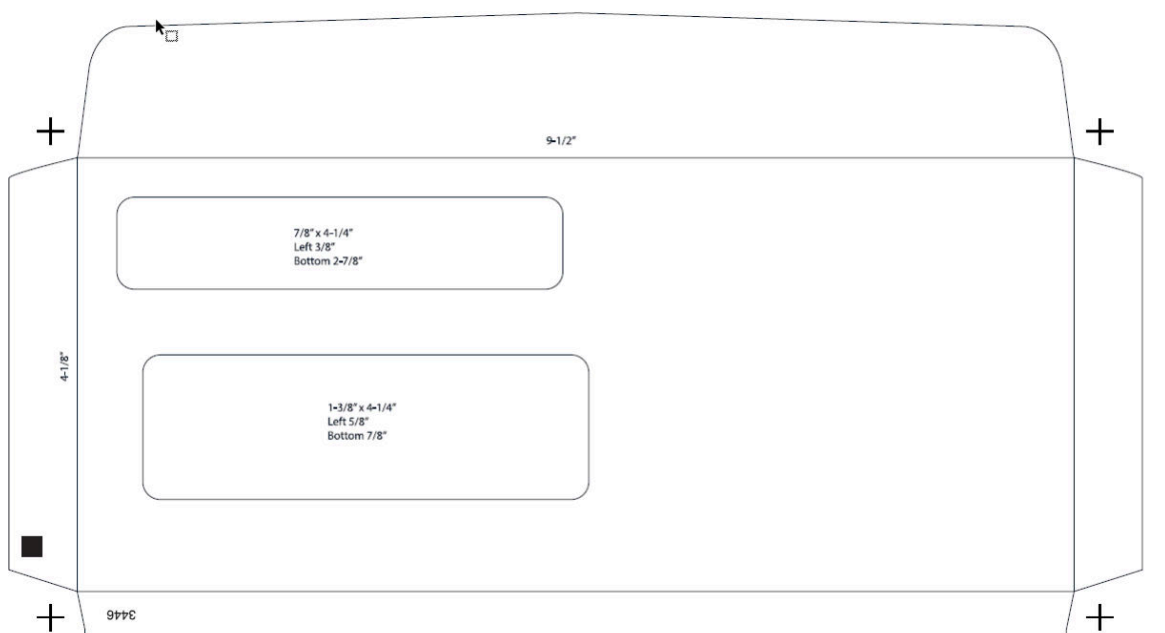### *3446 –Outer Envelope Double WIndow*

7/8" x 4-1/4"
Left 3/8"
Bottom 2-7/8"

1-3/8" x 4-1/4"
Left 5/8"
Bottom 7/8"

9-1/2"

4-1/8"

3446

Figure 5

3444 –Remit Envelope Single WIndow

1.343

PLACE STAMP
HERE
THE POST
OFFICE WILL
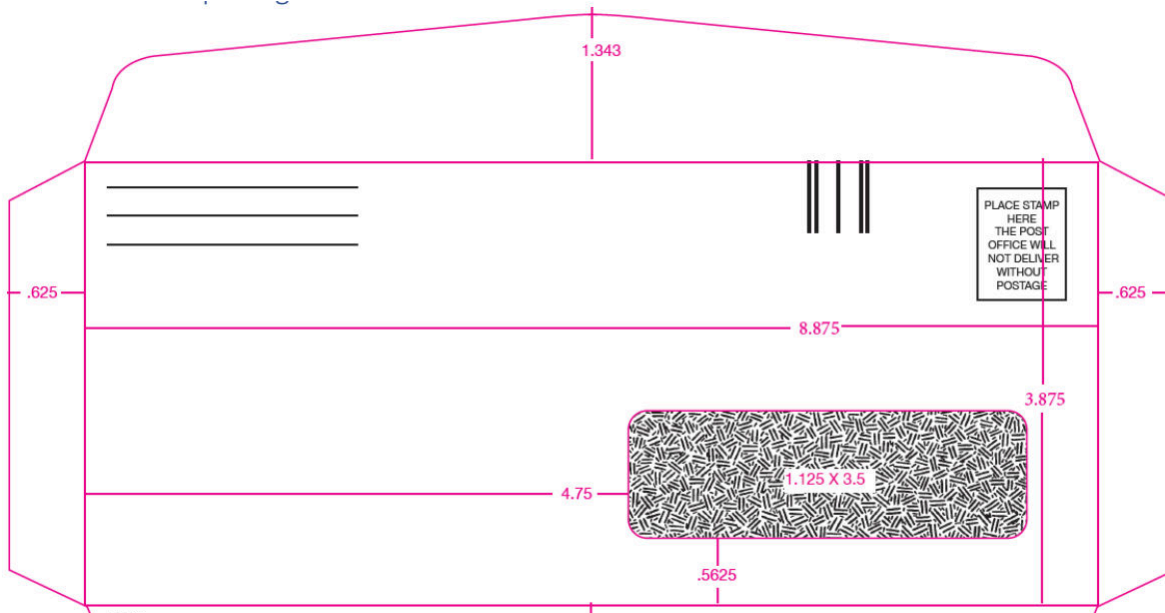NOT DELIVER
WITHOUT
POSTAGE

.625

.625

8.875

3.875

4.75

1.125 X 3.5

.5625

Figure 6

Coupon Perforation Position

The standard Perforation Position for the coupon to fit into the standard Remit Envelope is:
BOTTOM Coupon: **Perf Position – 7.375**
TOP Coupon: **Perf Position – 3.625**

Page Orientation

All pages in the PDF need to be in portrait orientation. If the page needs to print landscape, it can have the text in landscape but needs to be rotated to all have the same orientation.

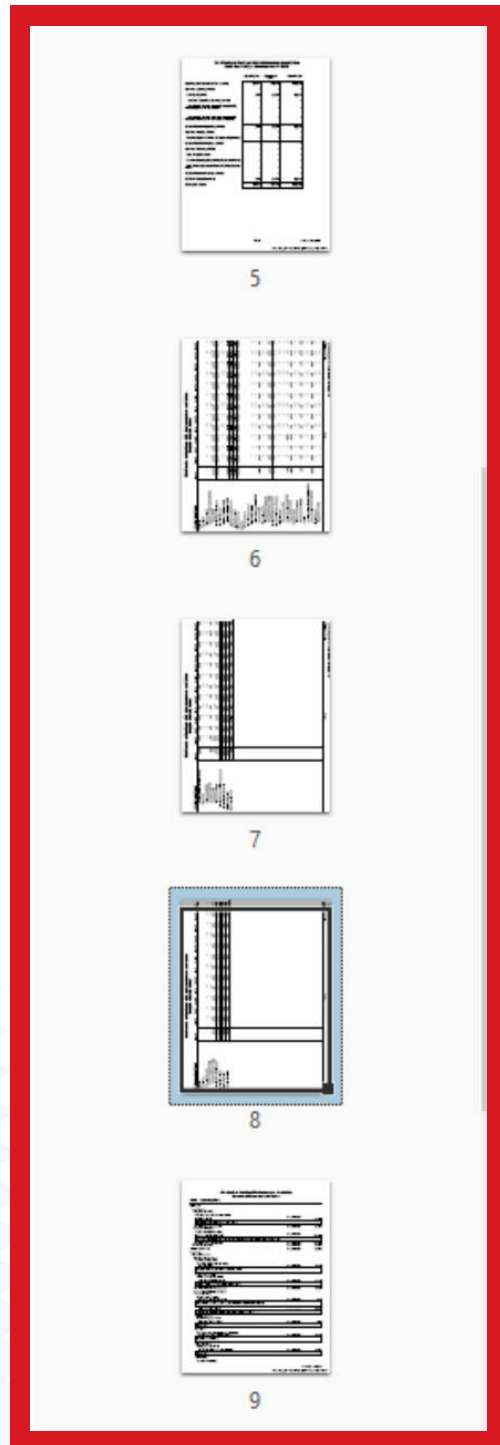*Good Example:*

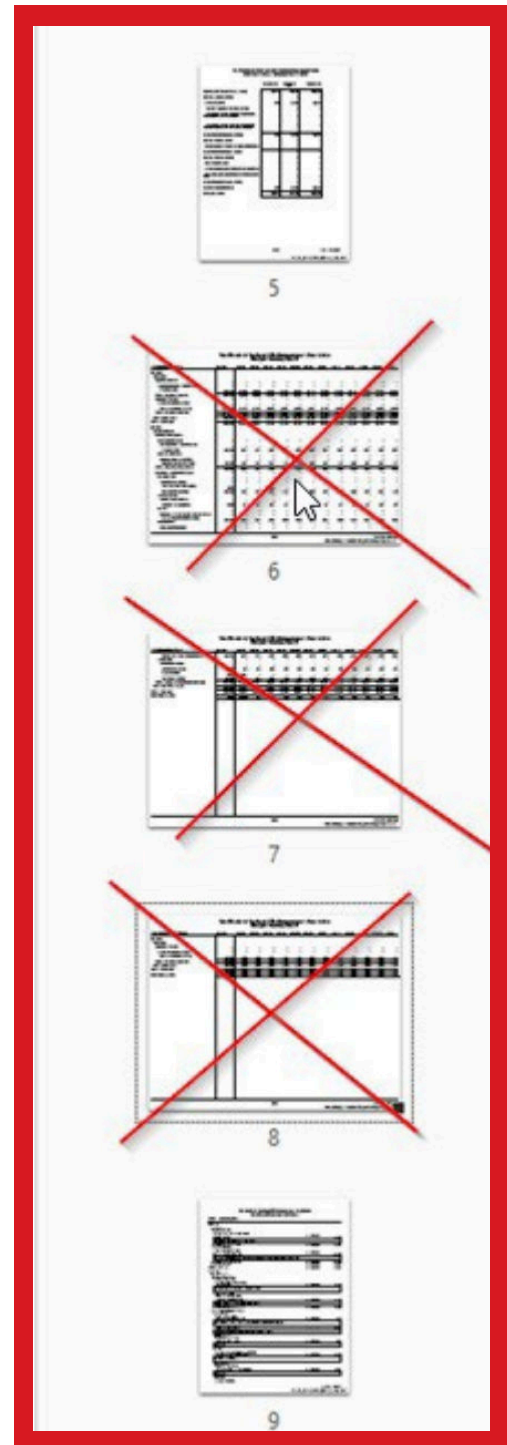All portrait orientation with landscape text

Figure 7

Bad Example:

Figure 8