

First Mailing Glossary of Terms

1/0 Denotes a single colour (usually black) to one side only

2/1 Denotes 2 colour print to the face with 1 colour to the back (usually black)

4/4 Denotes full colour print to both sides

Artwork (a/w) The electronic or digital components needed for the production of printed matter

Bleed Artwork that extends beyond the edge of the finished printed size

Benchwork Fulfilment performed by hand, unable to be mechanised



Blind Embossed Text or design which has been relief stamped into paper

BRE Business Reply Envelope for a business to receive a recipient's response

Carrier Sheet A sheet of paper that carries an address & postage impression, which is inserted into clear poly with the item for mailing eg subscription mag

Cleansing In terms of data management it is the process of tidying & updating a file

Coated Stock Paper that has a mineral coating applied after the paper is made to produce a smoother finish

Creasing An indentation made in thick paper to prevent cracking along a fold

CSV Comma Separated Values The separation of fields within a database using commas (to be used only when there are no other commas or quote marks within the text)

Cyan The C in CMYK (four colour process) also known as process blue

Data Capture Entry of data into a computer file

Data Field Each field within a database contains the same type of information eg postcodes

Data Processing Work on data files such as sortation, deduplication, suppression & formatting

Deduplication Removal from a database of the recurrence of the same person or address

DI Envelope Standard envelope measuring 110 x 220mm which takes A4 folded into thirds

Duplex Printed on both sides of a sheet of paper

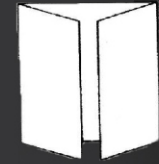
Finishing All operations after printing & before fulfilment

File Formatting Preparation of a data file for processing

Gate fold A 3 or 4 panel fold where the two outside panels fold inwards to meet in the centre

IBC Inside back cover

IFC Inside front cover



Indicia An image pre-printed onto a Carrier or envelope instead of a Stamp

Ink-jetting Connected to a computer, the ink-jet head squirts a fine jet of ink droplets onto the carrier, envelope or poly at high speed to reproduce the text or graphical information

Insert A printed item that is placed within the pages of a magazine or catalogue or is in addition to a letter

Landscape Orientation of paper where the width is greater than the height

Laser Printing A form of high quality printing from computer onto paper, for shorter runs

Litho Printing process that utilises inked surfaces to transfer an image onto paper

Machinable Wallet An envelope with a gummed flap on the long edge which is machinable

Machine Enclosing Mechanical process of inserting items into envelopes rather than by hand

Mail-merge The combining of personal addresses with a main body of text at laser printing stage

Mailsort The sortation of data that results in discounted mailing rates, as the mailing is coded & fulfilled in a strict order before despatch into the postal system.

Matching The method of keeping a number of uniquely addressed items together in the same pack, usually using a camera

Matt finish A dull paper finish

MPS The Mailing Preference Service is an official

organisation that registers the names & addresses of those who do not want to receive unsolicited mail and produce a list of such for comparison ahead of mailings

Naked mailing The mailing piece is distributed without an outer envelope or poly and carries the personalisation & postage impression printed directly onto it



Nest To place an insert or item within another

OBC Outside back cover

OCR Optical Character Recognition allows addresses to be read or scanned at high speed & a barcode applied

OFC Outside front cover

PAF The Postcode Address File is a data file containing all full addresses that can be delivered to. It enables the correction of addresses to the Royal Mail preferred format

Pagination The numbering of individual pages

Perfect Binding Process by which a book or magazine is held together along the spine with adhesive

Perforation Broken cuts to enable paper to be easily torn in the correct place

Personalisation The element within a mailing piece which makes it personal to the recipient eg name



Polybagging The insertion of mailing items into polythene bags, by hand

Polywrapping The mechanical method of enclosing items within poly

Portrait Orientation of paper where the height is greater than the width

PPI Postage Paid Impressions are bulk printed onto mailed items in place of stamps

Presstream A mail service used by publishers for their distribution of magazines & journals. The publication must meet minimum standards of Advertising to Editorial ratios as set out by Royal Mail

Process printing Whereby a colour image is separated into the 4 colours of Cyan, Magenta, Yellow & Black (K) and then transferred onto corresponding printing plates to reproduce the image on a printing press

Purge The elimination of duplicates or unwanted names from one or more databases

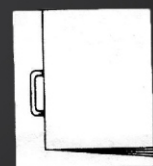
RGB Red, Green & Blue The primary colours of light used in computer screens to display images. Artwork files created this way must be translated into CMYK for printing

Roll fold A sheet of paper is folded in then folded over again in the same direction

Saddle Stitch The binding of booklets or magazines by stapling along the centre fold

Salutation The opening greeting of a letter eg Dear Mrs Smith

Self cover A cover that is the same paper stock as the internal pages



Self mailer An item which carries it's own PPI & personalisation & does not require an

Show through A problem with thin paper stocks when the image from one side is visible on the other

Simplex Print to one side of a sheet only

Sortation Performed using specialist software to prepare a database for a mailing (with maximum discount applied)

Stock Refers to the type & weight of the material to be printed

Suppression Eliminates unwanted names from one or more databases or removes specific duplications

The Bereavement Register TBR A register of those affected by all deaths in the UK within the last 7 days, compiled by registrars, hospitals & probate lawyers

The Deceased Register TDR A register of all deaths in the UK within the last 7 days

Trim marks Marks that indicate where cuts should be made on a printed sheet

Trim size The final size as indicated by the Trim marks

UV Coating A shiny, durable high gloss coating which is applied as a liquid & cured with UV light

Variable Data Printing A form of on-demand printing in which differing elements within a database such as text, graphics & pictures can be changed from one printed piece to the next without slowing down the press.

Varnish A clear coating added to printed material as a higher gloss or protective layer against scuffing

Walksort The most detailed sortation of data, down to section & group level of a postcode

Web Press A printing press that takes rolls of continuous paper

Window envelope Envelopes with a transparent oblong through which the address shows, when it has been printed onto the mail piece

Z Fold A style of fold in the pattern of a Z

Zip file Compresses a file into a smaller archive, thereby taking up less memory space & less time to transfer



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