Variable Data Printing
Get Personal and Improve Results!

Using variable data (VDP) in your printed communications allows you to personalize your mail pieces and boost response rates. VDP takes what you know about your target audience and changes the text and images according to the needs of the individual recipient. It is a relevant message that delivers better results.

Unique Content Appeals to the Individual

Results and Benefits

- Personalized printing greatly increases your response rates.
- Print only as many as you need (depending on the size of your database).
- Test-market a piece with a partial selection of your database, adjust the piece based on response rate (or leave it unchanged) and finish the run at a later time.

To Get Started

Contact Print and Mail Services at x5992 or email copycenter@csuchico.edu for pricing and more information about variable data printing.

Print and Mail Services
Conveniently located at Siskiyou 118  Open: M–F, 8–5  Phone: 898-5992  www.csuchico.edu/prnt