

# BRIEF GUIDE TO INKJET MAILING LABEL SPECIFICATIONS

**THE  
MAGAZINE PRINTING  
COMPANY**

Broxbourne Business Centre | Pindar Road  
Hoddesdon | Hertfordshire | EN11 0FJ  
020 8805 5000 | [www.magprint.co.uk](http://www.magprint.co.uk) | [mpc@magprint.co.uk](mailto:mpc@magprint.co.uk)

Reference Number (if required)  
Mrs Jane Doe  
Chairwoman  
The Mailing People  
123 Anystreet  
The Borough  
London  
SW1 1ZZ



1234567890123

Delivered by



71552

\*\*\*\*

If Undelivered please return to Stephens & George Print Group Goat Mill Road Dowlais MERTHYR TYDFIL CF48 3TD

## THE EXAMPLE ABOVE HAS ALL THE TYPICAL ELEMENTS OF AN INKJET LABEL:

**CUSTOMER LOGO:** A BLACK JPEG OR BITMAP  
**ADDRESS BLOCK:** 8 LINES PREFERRED 10 MAXIMUM  
**BAR CODE:** POSITIONED AS SHOWN ABOVE  
**RETURN ADDRESS:** AS ABOVE OR BELOW THE LOGO

### THE INDICIA HAS TO PLACED ON THE TOP RIGHT AND 5MM FROM THE EDGE

All these elements have to fit on a polywrap strip 27cm wide by 5.3cm deep.

Please use the example above as a guide to the dimensions of each element when preparing graphics for your mailing.

It is advisable to use a maximum of 8 lines of address, 10 lines can be used, although this requires a smaller font size for the address block, which can lead to a loss in quality.

Keeping a limit of 58 characters per address line will ensure that no truncation occurs.

## THE ELEMENTS OF AN ADDRESS AND PUNCTUATION RULES:

The preferred address format for all couriers has each address element placed as a separate line of the address block.

Reference numbers (if required) have to be placed on the first line of the address and the postcode on the last line of the address.

Punctuation must not be used to separate address elements within an address line. Two spaces must be used in place of a comma.

Country names are not required on UK addresses, however if included they should be above the Postcode.

Title, firstname, lastname to be merged in the same column as shown in the example above.

Files must be supplied as csv (comma delimited) or in excel. Each file in a separate spreadsheet.

For further assistance please contact:  
Ian Curtis: 0203 7254482  
Email: [iancurtis@magprint.co.uk](mailto:iancurtis@magprint.co.uk)