

## Additional Information for Personalised/Mail Merge Fax



When managing a Personalised/Mail Merge Fax campaign there are a few steps which assist in uploading an error-free broadcast. These instructions should be read after reading the 'Personalised/ Mail Merge Fax Marketing Instructions'.

### 1. Correct Number Formatting:

- a) The fax contacts must be saved in Excel and in the .CSV format.
- b) All numbers must be in correct international format, see right.
- c) The column heading should not contain any spacing between words e.g. Fax number- should be Faxnumber or simply the word 'Fax'.
- d) In other columns, e.g. Business name/ Company, always check there are no semi colons, commas etc within the text, as this will cause errors in the 'Distribution Line'. Simply remove these by selecting column, go Edit, Find, Replace- then replace all; with a space or nothing.
- e) When merging currency amounts, do not place a \$ sign in the excel sheet next to the numbers, only include the number amount, with 2 decimal places, in the column. Then simply place the \$ sign in the word document- to the left of the merge number field.

	A	B
1	<b>FaxNumber</b>	<b>Company</b>
2	61786364150	Joan Samson
3	61247591841	Harrison Bros
4	61292670690	Bikes R Us
5	61738497272	Flowers Today
6		
7		

### 2. Correct Document Formatting:

- a) In the Word Document, keep merge fields simple and where possible on separate lines, not all companies have the same size name or address details and when trying to merge information in a limited space it can often cause problems text over the page or problems with movement of text.



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Tel 1300 667 355 Fax 1300 764 413  
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- b) Font types are limited when sending Personalised Fax broadcasts. Please only use Arial, Futura Bk or Times New Roman. Other fonts can cause errors in the 'Distribution Line'.
- c) The word document must be printed correctly to the Linotronic Printer driver – PRN file prior to uploading
- d) If your document contains multiple pages you must print each page to PRN type.
- e) Be cautious of adding merge fields to tables as the text may overlap text outside of the table if the personalised fields are long.
- f) It is not recommended to insert merge field over images within word documents- this generally creates viewing and layout problems.

### **3. Job Uploading:**

- a) Always tick the Personalised option in the job insertion page.
- b) If uploading a multiple page Personalised Fax broadcast, insert each PRN file separately in the order you need the fax pages sent.

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