

Variable Data Proofing Form

Client: _____ WO#: _____ Date: _____

Proof #: _____ CSR: _____ 3rd Party Proofer: _____**LETTER***Notes to proofer:*

How many versions? ____ ____

Verify each version to the:

____ ____ ORIGINAL document sent by the client ____ ____ Final FM design (WO # _____)

How did you proof the versions?

____ ____ Looked at all line breaks ____ ____ read each letter in its entirety

Font / fonts being used on the letter are correct? Y N Y N

Date of the letter changed from the original client letter date? Y N Y N Is it correct? Y N Y N

Changes for DP: _____

Is a sequence number being used? Y N Y N Is it in the correct location? Y N Y N N/A

Did you use the sequence number overlay to confirm correct location? Y N Y N

Is the caret '^' preceding the sequence #? Y N Y N ☐ Seq# being used but caret is not needed (no match)**VARIABLE DATA:**

Verify the variable data in each sample of the letters by using the:

☐ Original data file ☐ Edited data file ☐ File name/path: _____

1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____ 9. ____ 10. ____

seq #: _____

Can long name/address lines could run into preprinted text? Y N Y N

Has DP provided a proof and checked for this? Y N Y N

Changes for DP: _____

Is there a variable reply device? Y N Y N If YES, please continue to page 2 on back.

Variable Data Proofing Form

Client: _____ WO#: _____ Date: _____

Proof #: _____ CSR: _____ 3rd Party Proofer: _____**REPLY DEVICE***Notes to proofer:*

How many versions? ____ ____

Verify each version to the:

____ ____ ORIGINAL document sent by client ____ ____ Final FM design (WO # _____) ____ ____ Preprinted shells

How did you proof the versions?

____ ____ Looked at all line breaks ____ ____ read each reply in its entirety

Changes for DP: _____

Is a sequence number being used? Y N Y N Is it in the correct location? Y N Y N N/A

Did you use the sequence number overlay to confirm correct location? Y N Y N

Is the caret '^' preceding the sequence #? Y N Y N ☐ *Seq# being used but caret is not needed (no match)***VARIABLE DATA:**

Verify the variable data in each sample of the replies by using the:

☐ Original data file ☐ Edited data file ☐ File name/path: _____

1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____ 9. ____ 10. ____

seq #: _____

Changes for DP: _____

ASK AMOUNTS on the reply? Y N Y N

What is the origin of the ask amounts?

____ ____ **static** ask amounts ____ ____ present in **original** data file____ ____ slugged from **standard** ask table ____ ____ slugged from **custom** ask table

If present in original data file from client, is formatting correct? Y N Y N N/A

If slugged by FM from ask table, verify ALL ask strings by locating ask trigger in original client data file and verifying.

1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____ 9. ____ 10. ____

seq #: _____