

PERSONALIZING PUBLICATIONS-MAIL MERGE

With Microsoft Publisher it is possible to personalize publications by creating a Mail Merge document. This process makes it possible to individually customize any publication, by inserting names and addresses to personalize an invitation to a party or some other event or by including birthdays in a publication. The information in this section will explain how to create a personalized publication. Before beginning the Mail Merge process, there are some terms that are important to know. These terms are listed in the table below.

Term	Definition
Mail Merge	This is the process of combining names and addresses (or other individual information) stored in a recipient list with standard, unchanging text in a main publication to produce customized documents.
Data Source	A file that contains names and addresses that is to be merged into a publication. In Publisher this list is called a Recipient List. It is easy to create this list using the Mail Merge feature.
Field	This is a single piece of information about a person, such as a name, address, or city.
Field Codes	Placeholder text that shows Publisher where to insert a particular item of information from the address list into the publication.
Entry	The specific information entered for each person for the entire collection of fields.
Main Publication	Any publication that has the variable information inserted from an address list. It is possible to turn any publication into a main publication whether it was created previously or is a new one.
Merge Codes	The names of the various fields of information that are placed in the mailing list. Publisher automatically sets up merge codes, such as First Name, Last Name, and so on.
Merge	The process of combining the Main Publication with the Field Codes from the Address List. A new publication is created for each entry in the Address List.
Standard Text	Anything, such as text, tables, or pictures, that is to be printed on every copy of the publication.
Variable Information	The specific information that is to change in each copy of the publication.
Publisher Recipient List	A data source that is created in Publisher. It contains the variable information that is needed to personalize a publication.

Creating a Publisher Mail Merge

Mail Merge is used to add mailing addresses or personalized information to a publication. It is made up of three parts:

- **Recipient List** – This is the list that contains personalized information about each person.
- **Publication with Merge Fields** – These fields are used to insert the variable information from the recipient list into the publication.
- **Merged Publication** – This is the finished product after the recipient list and publication have been combined to insert the variable information.