

OFFICE OF PUBLIC Relations

Print Publications

Including, but not limited to brochures, flyers, invitations, posters, newsletters, display ads, etc.

Planning a Publication

The first element in planning any publication is to factor in the time it takes to go through the entire printing process which includes copy writing, taking photos, designing the piece going through approval channels, and actually getting the publication printed. Depending on the complexity of the publication **a job could take as little as four weeks or as much as twelve weeks to complete.**

When planning a publication, a client must factor in variables such as mode of delivery. For instance the time it takes for the mail house to get a job labeled and packaged and the type of postage to be used. Bulk rate postage could delay a mailing by an additional two weeks. So it is very important to look at the big picture and plan well in advance. **Know what your deadlines are and know when you need responses back.**

In planning publications, you should always examine your budget as one your first steps in the process. How much money do you have to spend to get a publication printed and out the door? You can often save money on paper stock, by combining printing jobs, and by knowing which printers work best with which size jobs, etc. Planning ahead will save time and money!

When should you contact us?

- **Three months before you need your publication.** This is only an average; some projects may take longer to complete, while others can be accomplished in a shorter time frame. To initiate a project, complete a creative services support ticket from the employee Intranet.
- Projects that fall within the scope of the Public Relations Office will be placed on our schedule.

How should you prepare for our first meeting?

- Once a project is assigned one of our graphic designers will contact you. Please prepare for the meeting using the following guidelines:
 - Know who your audience is for your publication
 - Know what messages you want to convey to your audience
 - Know how much you want to spend
 - Bring your creative energy and ideas
 - Bring any samples of publications that you like

Getting Started

- Following the meeting, the Public Relations staff will complete a spec sheet for the purpose of quoting. The spec sheet will include information provided by the client along with suggested printers to contact for quotes.
- Once the PO has been approved and shared with the Public Relations staff, work can begin on the project.
- All materials to be included in publication, including copy, photos, logos, etc. should be supplied by the client through the support ticket.
- If photos need to be taken (allow two weeks).
- Designate a point of contact for edits and approvals.

Proofreading Responsibilities

- You will have ample opportunity to proofread your publication before it goes to the printer (a PDF version of the publication will be sent to your email account). The client is responsible for proofreading copy. The client is responsible for the accuracy of the content.
- Each client is also responsible for having all relevant parties review the publication prior to print.
- Each client must sign an "OK to print" form on his/her publication before it is printed.

Deadlines

Deadlines for each publication are set by the Public Relations staff in consultation with their clients. Projects are handled on a first come, first served basis.

PUBLICATION EXAMPLE – for three panel brochure*

3 months prior to publication	Client to determine budget and schedule meeting with PR Office to discuss publication specifications
2 ½ months prior to publication	Client to write copy for publication
2 ½ months prior to publication	Client to schedule photos for publication
2 ½ months prior to publication	OPA to complete spec sheet and return to client for quotes
2 ½ months prior to publication	Client to obtain quotes
2 ½ months prior to publication	Client to complete PO request
2 months prior to publication	Client to submit PO # to Public Relations Office
2 months prior to publication	Public Relations to begin work on project
4 weeks prior to publication	Public Relations to provide PDF proof to client
3 ½ weeks prior	Client to return edits to OPR
3 ½ weeks prior	OPR to make final corrections to publication before sending to printer

3 ½ weeks prior	Client to sign "OK to Print" form
3 weeks prior	OPR to send job to printer
2 weeks prior	Printer to provide final proof before printing
1 ½ weeks prior	Client and OPA to review final proof
1 week prior	Final edits given to printer
5 days prior	Publication printed
1 day prior	Publication delivered to client

* Timeline for 3-panel, color brochure. More complex publication may require additional time. This example does not factor in time needed for mailing. The client will need to determine this in the planning phase for the publication.

The above is just a sample, some projects will not take as long, but the key to remember is that planning is important when you want a project to be completed by a certain time.

We are here to make sure you have the best printed piece possible. Every printed piece is a reflection on the University. Let's get started. How can we help you?