# Request for Publication

Please use this form to initiate the production of all publications, whether it is a new publication or revisions to an existing publication. This form will help us identify the objectives of the project, the audience, time frames, budget, etc.

### Project Information

- **Project name:**
- **Client:**
- **Office:**
- **Phone #:**
- **Fax #:**
- **E-mail address:**
- **Office address:**
- **Cost center:**
- **Budget allocated for project:**

### NEW PROJECTS:

Please provide a detailed description of the project:

- **INTENDED AUDIENCE:**
  - [ ] Faculty/Staff
  - [ ] Current Students
  - [ ] Prospective Students
  - [ ] Recruiting
  - [ ] Alumni
  - [ ] Parents
  - [ ] Other

- **TYPE OF PUBLICATION and SIZE:**
  - [ ] Brochure
  - [ ] Invitation
  - [ ] Poster
  - [ ] Booklet
  - [ ] Postcard
  - [ ] Flyer
  - [ ] Newsletter
  - [ ] Ad
  - [ ] Other

### PURPOSE OF PUBLICATION:

- [ ] Recruiting
- [ ] Ad
- [ ] Other

### INTENDED AUDIENCE:

- [ ] Prospective Students
- [ ] Current Students
- [ ] Faculty/Staff
- [ ] Parents
- [ ] Alumni
- [ ] General Public
- [ ] Other

### DESIGN:

- **Style:**
  - [ ] Traditional
  - [ ] Contemporary
  - [ ] Formal
  - [ ] Other

- **Samples of publications that you like or don’t like are useful for achieving your desired look.**

### DATES:

- **Date delivery of printed materials needed:**
- **Date of event (if applicable):**

### MAILING:

- **Soft mail:**
- **Publication will be placed in an envelope:**
- **Bulk rate:**
- **1st class:**
- **On campus only:**
- **No mailing necessary:**

- **Client is responsible for contacting Printing Services to arrange for mailing services, timeframes for printing and mailing, and discussions of mailing lists.**

### PLEASE NOTE:

- Adaptable time must be allowed for writing, design, layout, proofing and printing. Plan to allow no less than six weeks from the time of request to the completion of design and proofing. All projects require use of an off-campus commercial printer, and additional two weeks should be added to the timeframe. In the event of “rush” jobs or scheduling conflicts in CAPS, your project may be outsourced to a pre-approved design agency. We will not be the liaison between the agency and the client. We will meet with the client, gather details and timelines and convey these to the designer. The client is responsible for charges from outside agencies. We will also handle the bidding of printing in conjunction with pre-approved bidding methods established with the SRU Purchasing Office, whether project is designed in-house or by outside designer.

### FOR OFFICE USE:

- **Fax #:**
- **Fax. 724.738.4761**
- **201 Old Main**
- **Fax: 724.738.4761**
- **Job Number:**
- **Date Received:**
- **Date Needed:**

### DETAILS:

- **WRITING:**
  - Do you require writing services?  
    - [ ] Yes
    - [ ] No
  - Text must be proofed and approved before design begins.

- **PHOTOGRAPHY:**
  - Supplied by client:
    - [ ] Digital (Must be high resolution, unedited digital files)
    - [ ] Traditional photos
  - Supplied by PR:
    - [ ] Use existing archived photos
    - [ ] Shoot new photos

- **DESIGN:**
  - [ ] Traditional
  - [ ] Contemporary
  - [ ] Formal
  - [ ] Other

### NOTES:

- [ ] Use existing archived photos
- [ ] Shoot new photos

### C&PA Proofing #5:

- [ ] Proof #1
- [ ] Proof #2
- [ ] Proof #3
- [ ] Proof #4
- [ ] Proof #5

### C&PA Proofing #4:

- [ ] Proof #1
- [ ] Proof #2
- [ ] Proof #3
- [ ] Proof #4
- [ ] Proof #5

### C&PA Proofing #3:

- [ ] Proof #1
- [ ] Proof #2
- [ ] Proof #3
- [ ] Proof #4
- [ ] Proof #5

### C&PA Proofing #2:

- [ ] Proof #1
- [ ] Proof #2
- [ ] Proof #3
- [ ] Proof #4
- [ ] Proof #5

### C&PA Proofing #1:

- [ ] Proof #1
- [ ] Proof #2
- [ ] Proof #3
- [ ] Proof #4
- [ ] Proof #5

### SUPPLIED BY CLIENT:

- [ ] Traditional
- [ ] Contemporary
- [ ] Formal
- [ ] Other

### PRINTING:

- [ ] Digital
- [ ] Offset

### DESIGN:

- [ ] Traditional
- [ ] Contemporary
- [ ] Formal
- [ ] Other

### INK COLORS:

- [ ] Black
- [ ] 1 color
- [ ] 2 colors
- [ ] Full color

### DATES:

- **Date delivery of printed materials needed:**
- **Date of event (if applicable):**

### MAILING:

- [ ] Soft mail
- [ ] Bulk rate
- [ ] 1st class
- [ ] On campus only
- [ ] No mailing necessary

### CLIENT RESPONSIBLE FOR CONTACTING PRINTING SERVICES TO ARRANGE FOR Mailing SERVICES, TIMEFRAMES FOR PRINTING AND MAILING, AND DISCUSSIONS OF MAILING LISTS.

### PLEASE NOTE:

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- [ ] Use existing archived photos
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### C&PA Proofing #5:

- [ ] Proof #1
- [ ] Proof #2
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### C&PA Proofing #4:

- [ ] Proof #1
- [ ] Proof #2
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- [ ] Proof #5

### C&PA Proofing #3:

- [ ] Proof #1
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- [ ] Proof #5

### C&PA Proofing #2:

- [ ] Proof #1
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### C&PA Proofing #1:

- [ ] Proof #1
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- [ ] Proof #5

### SUPPLIED BY CLIENT:

- [ ] Traditional
- [ ] Contemporary
- [ ] Formal
- [ ] Other

### PRINTING:

- [ ] Digital
- [ ] Offset

### DESIGN:

- [ ] Traditional
- [ ] Contemporary
- [ ] Formal
- [ ] Other

### INK COLORS:

- [ ] Black
- [ ] 1 color
- [ ] 2 colors
- [ ] Full color

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