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 name: ____________________________
Client: __________________________________
Office: ____________________________
Phone #: ____________________________ Fax #: ____________________________
E-mail address: ____________________________
Office address: ____________________________
Cost center: ____________________________

Budget allocated for project: ____________________________

TYPE OF PUBLICATION and SIZE:

- Brochure
- Invitation
- Poster
- Booklet
- Postcard
- Form
- Flyer
- Newsletter
- Ad
- Other

PURPOSE OF PUBLICATION:

- Recruiting
- Advertisement special event
- Fundraising
- Provide information
- Other

INTENDED AUDIENCE:

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

DETAILS:

- WRITING:
  - Do you require writing services?  
    - Yes
    - No
  - Text must be proofed and approved before design begins.
- PHOTOGRAPHY:
  - Supplied by client:  
    - Traditional photos
    - Digital photos
    - Xante
    - 2017
- DESIGN:
  - Style:  
    - Traditional
    - Contemporary
    - Formal
  - Other
  - Samples of publications that you like or don’t like are useful for achieving your desired look.
- NO. OF INK COLORS:
  - Black
  - 1 color
  - 2 colors
  - Full color

DATES:

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

MAILING *:

- Self 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, timelines for printing and mailing, and discussions of mailing lists.

PLEASE NOTE: Adequate time must be allowed for writing, design, layout, proofing and printing. Plan to allow no less than six weeks from the time of receipt to the completion of design and printing. All project requests use of an off campus commercial printer. An additional two weeks should be added to the timeframe. In the event of "rush" jobs or scheduling conflicts in CAP, your project may be outsourced to a pre-approved design agency. We will meet with the client, gather details and timeframes 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.