Slippery Rock University℠

Communication and Public Affairs
201 Old Main
724.738.2091
Fax. 724.738.4761

FOR OFFICE USE:
Job Number: _____
Date Received: _____
Date Needed: _____

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: _____
Quantity needed _____

❑ **NEW PROJECT:** Please provide text on disk or send as an e-mail attachment (only Word documents or "text-only" files will be accepted). Also, provide a hard copy of text. Text will be copy edited by one of our writers to insure it meets University style and standards. The Guide to Visual and Brand Standards is available at online. Comunication and Public Affairs follows The Associated Press Stylebook and also conforms to established SRU branding guidelines.

❑ **REVISION:** Please attach sample with revisions indicated. If revisions are extensive, provide text in formats listed above.

CONSULTATION NEEDED: ❑ Yes ❑ No

TYPE OF PUBLICATION and SIZE:

❑ Brochure _____ ❑ Invitation _____ ❑ Poster _____
❑ Booklet _____ ❑ Postcard _____ ❑ Form _____
❑ Flyer _____ ❑ Newsletter _____ ❑ Ad _____
❑ Other _____

PURPOSE OF PUBLICATION:

❑ Recruiting ❑ Advertise 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: ❑ Digital (Must be high resolution, unedited digital files)
  ❑ Traditional photos
  Supplied by C&PA: ❑ Use existing archived photos ❑ Shoot new photos
- DESIGN:
  Style: What type of look do you want?
  ❑ 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-mailer ❑ 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: Adequate 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. If project requires 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 C&PA, your project may be outsourced to a pre-approved design agency. We will act as the liason between the agency and the client. 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.

FOR OFFICE USE:

❑ Copy Editing: _____
❑ C&PA Proofing #1: _____
❑ C&PA Proofing #2: _____
❑ C&PA Proofing #3: _____
❑ C&PA Proofing #4: _____
❑ C&PA Proofing #5: _____

BIDS:
❑ Requested (date): _____
❑ Received (date): _____

SENT FOR PROOFING TO CLIENT:
❑ Proof #1: _____
❑ Proof #2: _____
❑ Proof #3: _____
❑ Proof #4: _____
❑ Proof #5: _____
❑ Proof #6: _____

PURCHASE ORDER:
❑ Requested (date): _____
❑ Generated (date): _____

FOLLOW UP:
❑ Proof from printer: _____
❑ Samples received: _____
❑ CD returned from printer: _____
❑ Materials returned to client: _____
❑ Back up files: _____
❑ Filed under: _____
❑ Report updated: _____

- Designer: _____
- File name: _____

PRINTER:
❑ ***ON-CAMPUS*** (date sent): _____
❑ HP in office ❑ PT or ETC (oversize prints)
❑ SRU Print Services
❍ Color ❍ B&W
❑ ***OFF-CAMPUS*** (date sent): _____
❍ Printer: _____
❍ Price: _____

- Anticipated delivery date: _____
- Quantity: _____

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