

## How to prepare materials for publication

### **TEXT:**

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 Publications Guidelines and Graphic Identity guide is available at [www.sru.edu](http://www.sru.edu)..... University Public Relations follows The Associated Press Stylebook and also conforms to established SRU branding guidelines.

### **FILE FORMATS:**

University Public Relations does not support nor can we open Microsoft Publisher files. If seeking an approval of a publication that your department has created in Publisher, please provide us with a hard copy to proof. If you want us to use the text in the Publisher document to produce a publication please copy and paste into a Word document.

Please be aware that if your publication is going to be printed off campus by a commercial printer, Microsoft Publisher files and Microsoft Word documents generally will not be accepted. Commercial printers prefer to use graphic software programs such as Adobe InDesign or Quark Express. In some cases printers will accept PDF files created from Publisher or Word documents. Please check with the printer in advance to see if files are acceptable.

### **DIGITAL IMAGES:**

Digital images supplied to us to be used in publications that will be printed by commercial printers must be high resolution. Normal resolution for commercial printing is 300 dpi. Images can be enlarged at a maximum of 125 percent. Enlarging images beyond this will produce blurred or jagged images. Images taken from Web sites are generally of very low resolution and not suitable for printing.

### **TIME FRAMES:**

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 PR, 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.