



Print Project Checklist

The Office of Marketing and Communications requires online project requests. All requests must include:

- Client name/department (person who will receive the proof, sign off on approvals and receive final delivery.)
- Delivery deadline
- Budget and account number to be charged (or indicate that project is a marketing expense)
- Quantity
- Description of project (include purpose, audience, size constraints, look/tone preferences)
- Text (if supplied, attach to project request—copy must be in electronic format)
- Text needed (add 2-3 weeks to timeline, depending on project scope)
- Use existing photography (client supplied or part of existing catalog)
- Photography needed (add 2-4 weeks to schedule)
- Printing preference (if applicable, use outside vendor or print at Document Center)
- Mail services needed (if applicable, mail first-class or bulk, use live stamp or indicia)

Typical production timelines

Ad, flyer, form, postcard, simple invitation, sign, reprint (w/no edits): 2 weeks

Poster, display board/s, multi-part invitation, event program, power point, reprint (w/edits): 3–5 weeks

Brochure (4–8 pages), newsletters, pocket folder: 4–6 weeks

Booklet (12+ pages): 8–12 weeks

Note: if deadlines are missed, the production schedule and delivery date will be adjusted.

Please **allow one week additional time** if the project is complicated such as requiring hand assembly, or if it requires additional services such as mailing.

The person initiating the project bears the primary responsibility of proofreading. Please have all copy proofread and corrected **before it is submitted**. Copy alterations made after submission will add time to the production process. Marketing Communications will edit as necessary and proofread all drafts and proofs. Copy must be submitted in digital format with Microsoft Word preferred.

Please do not submit copy formatted with tabs, indents or double spaces after periods. This adds to production time, as they need to be removed before we can typeset.