

# UNIVERSITY

## planning guide

# PUBLICATIONS

Job \_\_\_\_\_

Today's date \_\_\_\_\_ Phone \_\_\_\_\_

New project  Revision  Reprint

Client \_\_\_\_\_

Department \_\_\_\_\_

UP staff \_\_\_\_\_

Assigned editor \_\_\_\_\_

Assigned designer \_\_\_\_\_

### Audience

- Prospective undergraduates
- Prospective graduate students
- General public
- Professional groups
- On-campus students
- Alumni
- Other \_\_\_\_\_

### Kind of publication

- Package design
- Brochure
- Poster  w/Cards
- Newsletter
- Invitation
- Envelope
- Postcard
- Program
- Ad
- Information sheets/flier
- Other \_\_\_\_\_

### Specifications

Ink:

One color \_\_\_\_\_

Two color \_\_\_\_\_

Three color \_\_\_\_\_

Four color \_\_\_\_\_

Size \_\_\_\_\_

Paper \_\_\_\_\_

Cover \_\_\_\_\_

Text \_\_\_\_\_

Pages \_\_\_\_\_

Plus cover  Self cover

### Quantity

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Budget

Estimate needed

Budget limitations \_\_\_\_\_

Cost estimate will be obtained once the following information is available:

Base quantity determined

Format determined

Other \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### Distribution

1st class  Handed out

3rd class  nonprofit  for profit

Permit 525 (university)

Permit 136 (Continuing educ)

Permit 108 (Salina campus)

Campus mail  A&K list  InView list

Self mailer with mailing panel

Mailed in envelope

Mailed in envelope with other materials

Envelope size \_\_\_\_\_

Labels to UP \_\_\_\_\_

PS to label

Client to label

Client to label (3rd class) and return to PS

Business reply permit

18 (university)

54 (Admissions)

37 (Salina)

Delivery address \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### Preliminary schedule

This schedule is tentative and cannot be finalized until all parts of the job—manuscript, photos, etc.—are submitted to UP.

Manuscript to UP \_\_\_\_\_

All photos and illustrations to UP \_\_\_\_\_

Comp to client \_\_\_\_\_

Comp and manuscript editing approval \_\_\_\_\_

1st page proof \_\_\_\_\_

2nd page proof \_\_\_\_\_

To Printing Services \_\_\_\_\_

Target delivery date \_\_\_\_\_

### For office use only

Tracer specifications:

Write new tracer(s) \_\_\_\_\_

Pull old tracer \_\_\_\_\_

No specs

Copy old specs

Copy specs except \_\_\_\_\_

Manuscript notes \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Design/style notes \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_