



Trinity (Washington) University
 125 Michigan Ave NE
 Washington, DC 20017
 Phone: 202/884-9710
 Fax: 202/884-9729

Date Requested: _____

Date Needed: _____

PUBLICATIONS REQUEST FORM

Publication Responsibilities

Your Tasks

- Request publication in a timely manner.
- Check to be sure there are funds in your budget.
- Complete the Publication Request form.
- Provide draft copy in a Word document.
- For reprints, clearly mark up publication.
- Review design, provide feedback, approve design.
- Assist in arranging photos (of students, events).
- Submit Purchase Order based on printing estimate; **PO must be approved before a publication can be sent to a printer.**
- Review and approve final design.
- Proof and give final approval of text.
- Complete form for approvals & final quantity and delivery instructions.
- Wait for your delivery!

Tasks for the Publications Office

- Meet with you and review Publication Request form.
- Establish a timeline.
- Proof copy and edit text to be consistent with Trinity style and meet publication's purpose.
- Design publication, secure photography.
- Show you design for review and feedback.
- Secure printing estimates based on design.
- Provide recommend printer and price to you.
- Finalize design for your approval.
- Once we have your final approval for text and design and your final quantity, prepare files for printer and deliver to printer.
- Review and approve proof from the printer.

Trinity's Publications Office designs and manages publications that are printed off-campus by professional printers. You need to have funds available in your department's budget printing line for publications before **requesting** printing and design services. Once the scope of your job is decided on, an estimate will be supplied to you for requesting a PO. If the Publications Office warrants, a PO will need to be approved prior to design commencing. For publications that are copied in-house are done by individual offices, the Publications Office is available to review your publication and give you suggestions. Trinity's logo and a style guide are available on Trinity's web site: From the home page, go to Media Relations, then go to Guides > Logo Usage.

The Publications Office's priorities are: marketing materials for Admissions, fundraising materials for Development and the *Trinity* magazine. Publications for other departments are handled as time permits.

Production Schedule: Because publications range in size, text, purpose, complexity and components, the time for design and printing varies significantly. An update of an existing postcard can be turned around in 2 weeks (a week of design and proofing time and a week to print) while a new publication that is multiple pages, requires new text and new photography, can take up to 6-8 weeks (4-6 weeks for writing, photography, design and proofing and 2-3 weeks to print). We usually manage 15+ publications at any given time and the number of publications already on the docket can affect the speed with which we can work on your project. **Please provide us with as much lead time as possible (6-8 weeks).** At the beginning of each fiscal year in July, please let us know what publications have been budgeted in your department. Each request for a publication begins with a meeting with the Publications Director to review the publications process and your specific project. A timeline can then be created.

For non-traditional printing needs (banners, mugs, badges, pins, pens, etc.) we may ask you to identify vendors and secure printing estimates. For these publications, we will provide the final artwork to you, and you will work directly with the vendor.

Please complete the information on the back of this sheet.

Name of Project (i.e., Athletics Brochure, Annual Fund Postcard)

Date of Request

Preferred Delivery Date

Office Requesting Publication

Contact Person

Ext.

Yes, my department has funds in the printing budget line. Account #: _____

Type of Project:

Postcard Brochure Newsletter Other: _____

This Project is:

A new publication A reprint with changes An update of an out-dated publication

Quantity and Delivery (to be finalized at a later date):

Estimated quantity is: _____ Delivery: Trinity Mailhouse

Mailing Information:

- This project will not be mailed (distribution at events, etc.)
- This project will be mailed in an envelope.
- This project is a self-mailer (Note: Requires 2 additional panels and increases expense.)
This project will be mailed: First Class Non-profit Bulk Rate (Postal rate affects size.)
- This project requires a Mail Back Reply Card (Note: Requires 2 additional panels and a minimum paper weight, which increases expense).

Description of Project:

- Briefly describe the proposed project and its purpose (e.g. "postcard promoting upcoming SPS admissions open house"; "a new self-mailer for the Annual Fund for recent alumnae"): _____

- Who is your primary audience? _____
- Do you prefer a certain design look? (If possible, please attach samples) _____

- If you have a specific size requirement or preference, please indicate size: _____
- Are there existing Trinity photos that you prefer? _____

- Are there existing Trinity photos that you do not want us to use? _____

Text for Project: Requesting department will provide draft text in a Word document by: _____