

Publications Planning Guide (PPG)

Today's Date: _____

Job Title: _____ DB Prefix: _____ Job #: SHU- _____

Delivery Date: _____ Event Date: _____ Previous Job #: SHU- _____

Type of job*:

- A. New Project (original design)
- B. Redesign (new look to existing piece)
- C. Extensive Update (many changes to existing piece)
- D. Update (minor copy edits)
- E. Exact Reprint (no changes)

*If A, B, or C are checked, page 3 must be filled out completely and a meeting between acct. manager and designer/asst. director should occur.

Essential Components of the Project (Must Indicate Quantity & Size)

- Brochure
- Folder
- Flyer
- Invitation with Envelope
- Postcard
- Poster

- Program
- Other (specify): _____

Quantity: _____ Color(s) (PMS # if known): 4 Color 1 Color _____

Final/Folded Size: _____ Multiple Colors _____

Companion Piece(s):

Specify: _____

Quantity: _____ Color(s) (PMS # if known): 4 Color 1 Color _____

Final/Folded Size: _____ Multiple Colors _____

Please provide the following:

- Final, approved copy
- Photography (stock or photoshoot)
- Paper sample
- Sample of desired look

Contact Info

Account Manager: _____ Phone: _____

Coordinator: _____ Phone: _____

Client: _____ Department: _____

Phone: _____ Fax: _____ E-mail: _____

Deliver to: (See page 2) Bill to: Same as Client Department:

Budget Number: _____ Budget Amount: \$ _____

IDT: Yes No Charge to: _____ Amount: \$ _____

_____ Amount: \$ _____

Notes: _____

Publications Process and Guidelines **AVERAGE Job is 6-8 weeks**
 Complete PPG fully and submit to Assistant Director of Publications. Provide electronic copy to Assistant Director of Publications.
Final Copy to Designer with FINAL Edits

Design and layout.....	5-8 working days
Account Manager review.....	5-8 working days
Layout Refinement and Comp Preparation.....	5-8 working days
Printing Bids, Price Approvals, Review, Revisions, and Client Approvals.....	5-8 working days
Preparations of Final Specs, Disk, Comp, and/or Art for Printer	3-4 working days
STANDARD Printing (including Pre-Press and Printers Proofs)	2-3 working days

Outsourced: (date): _____ (Agency/Designer): _____

Mailing Requirements

Not a mailing piece

Non-Profit Rate
(presorted)

Standard Rate

First Class

Presorted
First Class

Self-Mailed

Non-Profit
Organization
U.S. Postage
PAID
Permit No. ____
(City), NJ

Presorted
Standard
U.S. Postage
PAID
Permit No. ____
(City), NJ

First Class
Mail
U.S. Postage
PAID
Permit No. ____
(City), NJ

Presorted
First Class
Mail
U.S. Postage
PAID
Permit No. ____
(City), NJ

Place
Stamp
Here

PR & Marketing Permit # _____

Client #: _____ Resides in which Post Office: _____

Business Reply Mail Permit #: _____ Resides in which Post Office: _____

Waferseal is Required

Account Manager has confirmed correct indicia, permit number, and mailhouse delivery information before handing in PPG.

Delivery Destination(s)

1. Internal Distribution/Account Manager: _____ **Quantity:** _____

(Account managers will receive FIVE samples with job. Any amount over FIVE will be added to the final print quantity.)

2. Attn: _____ **Quantity:** _____

Building: _____ Room #: _____

Address: 400 South Orange Avenue, South Orange, NJ 07079

Phone: _____ Fax: _____

3. Attn: _____ **Quantity:** _____

Building: _____ Room #: _____

Address: _____

Phone: _____ Fax: _____

4. Attn: _____ **Quantity:** _____

Building: _____ Room #: _____

Address: _____

Phone: _____ Fax: _____

Final Quantity: 0

Planning Guide for New or Extensively Updated or Redesigned Publications

School/Program _____ Date Submitted _____

Objective(s) _____

What is the project history? What similar projects have been done previously? What initiated the need for this project?

What issues will this publication help address? (i.e. help build awareness in a specific group/drive participation in an event?)

What is the key message being conveyed? Secondary messages(s)? Any ancillary info or details? _____

Who is the target audience? (Be as specific as possible.) What do they already know or feel about the school/college/ program?

What characteristics should this piece have? What feeling should the publication convey about the school/college/ program?
(i.e. classic, contemporary, religious, fun, etc.) _____

What type of images convey the message(s)? Should this have a conceptual or information-based/literal design?

Specifications (type of publication, paper and size considerations, as well as specific logos) _____

How will the success of the project be measured? Is there a way to quantify that success? _____

How will the publication be distributed? _____

List other materials used with this piece _____

Budget _____ Quantity _____