Publications Planning Guide (PPG)

**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)

<table>
<thead>
<tr>
<th>Component</th>
<th>Quantity</th>
<th>Color(s) (PMS # if known)</th>
<th>Final/Folded Size</th>
<th>Other (specify):</th>
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<td>Brochure</td>
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<td>Folder</td>
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<td>Flyer</td>
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<td>Invitation with Envelope</td>
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<td>Postcard</td>
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<td>Poster</td>
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<td>Program</td>
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<td>Other (specify):</td>
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### Companion Piece(s):

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<th>Quantity</th>
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### 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:** $_____

**Notes:**

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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

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 ___________________________