

COMMUNICATIONS AND MARKETING SERVICE

The Office of Communications and Marketing provides creative services for all university publications and advertising. Communications and Marketing will work with you to assess your needs and develop strategies to reach your target audience and goals.

The Office of Communications and Marketing conducts all transactions with external vendors for you, including the solicitation of bids and purchase of printing and advertising.

Full-service or partial assistance is available in the production of the following:

- University bulletins (e.g., brochures, flyers, booklets, newsletters, catalogs, programs, schedules, posters, billboards, etc.)
- Forms
- Business Cards
- Stationery
- Certificates
- Presentation Materials

Among the creative services are:

- Graphics design
- Copy Writing
- Copy Editing
- Photography
- Scanning and Digitizing

Basic Process for Publications Planning:

- 1) Contact Communications and Marketing concerning your project
- 2) Schedule Pre-Production Meeting with appropriate Communications and Marketing staff
 - a) Establish goals and/or target audience
 - b) Determine format
 - c) Determine quantity needed
 - d) Establish distribution plan
 - e) Estimate expense
 - f) Identify source of funding
- 3) Submit Publication Request Form
- 4) Communications and Marketing writing, copy editing, photography, design work
- 5) Maintain collaborative communication during creative stages
- 6) Promptly review draft proofs
- 7) Communications and Marketing solicits vendor bids
- 8) Promptly review final proofs
- 9) Approve and sign purchase requisition
- 10) Delivery to print or production vendor
- 11) Communications and Marketing reviews press or production proof
- 12) Final printing
- 13) Take delivery, sign delivery ticket and forward to ASU Purchasing Office
- 14) Initiate distribution process

Please contact the Office of Communications and Marketing, 942-2248 for information regarding your publications needs.



PUBLICATION REQUEST

ANGELO STATE UNIVERSITY

OFFICE OF COMMUNICATIONS AND MARKETING • PHONE 2248

General Description: _____

Purpose: _____

Quantity: _____ **Size:** _____

Number of Ink Colors: _____ **Paper Type:** _____

Specify Ink and Paper Colors Below (If known):

Account Name: _____ **and Number:** _____

Account Manager: _____

Has the text been written and approved? Yes No

(If yes, please provide Communications and Marketing a copy on disk).

Would you like Communications and Marketing to write the text? Yes No

(If yes, please submit pertinent information).

Approved text or information will be submitted to Communications and Marketing by (Date): _____

Desired Publication Delivery Date: _____

*This date should be a **minimum** of 3 weeks out from date this request is submitted to C & M. For large projects, consult with Graphics Director on time line.*

Deliver to (Building, Room): _____

Person Submitting Request: _____

Phone: _____ **Date:** _____

PLEASE FORWARD TO DEAN OR DEPARTMENT HEAD FOR APPROVAL

APPROVAL TO SUBMIT REQUEST:

Account Manager (Dean or Department Head) _____ Date _____

APPROVAL TO PROCEED WITH PUBLICATION:

Vice President _____ Date _____

COMMUNICATIONS AND MARKETING OFFICE USE ONLY		
	Proof Out	Proof In
	_____	_____
	_____	_____
	_____	_____
		NOTES:
		To Print _____
		IDT _____