



Need a Publication?

Not Sure What to Do?

UCO's University Relations provides a number of services to ensure the best results. These services are provided at no cost to the UCO community.

To make this process as efficient as possible, please take a few minutes to review the following before beginning the publication process.

Before producing any type of publication, it is useful to first consider:

- What is the main purpose or message of the intended publication?
- Who will be the target audience?
- What is the best way to reach the target audience?
- What other ways might be used?

Once these questions have been considered, it's time to meet with University Relations staff to discuss:

- Target audience
- Type of publication
- Budget
- Distribution options and costs
- Design concepts

- Text
- Images
- Mailing options
- Proofing/revisions
- Printing
- Production schedule

After the initial meeting, the client will gather text, images and other necessary materials for submission to University Relations.

Client should select one person who will be the lead contact for the project. Information will be exchanged between this one lead person and the lead person at University Relations. This will ensure the most efficient production process.

Publication production normally follows the following steps:

- Meeting
- Material submission
- Publication design
- Publication proofing/revisions
- Publication approval
- Publication to printer
- Publication delivery from printer

Production times may vary due to the type of publication and timeline involved. In order for your publication to be produced in a timely manner, please allow at least 6 weeks from material submission to finished delivery from the printer.

TYPES OF PUBLICATIONS

Types of publications may include brochures, posters, logos, newsletters, magazines, booklets, tabloids or ads. Please contact us if you are unsure whether your publication qualifies for our services.

TEXT

- University Relations recommends that all publications follow Associated Press editorial style for con-

sistency and a professional, credible publication.

- Submit text in an unformatted word processing document only, such as Microsoft Word. Files in programs such as Publisher or Corel Draw will not be accepted.
- If you have existing text you want to submit, University Relations staff may proof for accuracy and AP style, especially if requested.
- If needed, University Relations can write the text, although additional time will be required in the production schedule.
- Once final copy is submitted, the publication will be formatted and submitted for final proofing. Proofing at this stage should involve basic changes, not rewrites, since those are done before the design phase.

IMAGES

- Publication images may be submitted as photos, slides or high-resolution digital files.
- High-resolution digital files must be submitted as 300dpi files at actual size for quality color print reproduction. Low-resolution files (72dpi or similar) are not acceptable due to poor quality. For example, a five inch 72dpi image, which looks fine on the Web, reduces to a one inch 300dpi image, which is too small for print publication.
- Images taken from the Web cannot be used due to poor image quality and possible copyright issues.
- Digital images should be submitted in TIFF or JPEG formats.
- Permission from photo subjects as well as non-staff photographers should be obtained prior to submission to University Relations for publication design.
- UCO Photo Services may provide photos or arrange to take needed photographs. Art direction assistance from University Relations also is available.

MAILING

- Publications may be mailed in numerous ways, such as a self-mailing piece or in an envelope. How a publication will be mailed, as well as the size of the publication, should be considered in the design phase of the project. Campus Mail can assist in pricing the various mailing options and prices.

LAYOUT/DESIGN PROOFING/REVISIONS

- Clients will receive proofs as either an e-mailed PDF or in hard-copy format.
- Client notifies University Relations of changes, and another proof may be submitted, depending on changes requested. Major changes may cause major delays in the process.
- The publication is ready to print when a final proof sheet is approved and signed, or when University Relations receives an e-mail authorizing approval and printing.

PRINTING

- Printing and delivery arrangements are made by University Relations unless otherwise requested. Projects exceeding \$2,500 will be submitted for bids, as required by state law.

HOW TO CONTACT US FOR A PUBLICATION

Contact Gypsy Hogan, publications editor, at:

- ghogan@uco.edu
- 974-2106

University Relations wants first and foremost to produce a publication that best communicates your message, as well as representing UCO as a whole.

We will work to produce each publication in a timely manner. Please plan ahead and work as far in advance so that together we can produce the best possible product for UCO.

In compliance with Title VI and Title VII of The Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of The Education Amendments of 1972, Sections 503 and 504 of The Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, The Family and Medical Leave Act of 1993, The Civil Rights Act of 1991, and other Federal Laws and Regulations, the University of Central Oklahoma does not discriminate on the basis of race, color, national origin, sex, age, religion, handicap, disability status as a veteran in any of its policies, practices or procedures; this includes but is not limited to admissions, employment, financial aid, and educational services. Persons who, because of a special need or condition, would like to request an accommodation, should contact the UCO Disability Support Coordinator at 974-2549 as soon as possible, but not later than 48 hours before the event, so that appropriate arrangements can be made.
This publication, printed by the University of Central Oklahoma Printing Services, is issued by the University of Central Oklahoma as authorized by Title 70 OS 1981, Section 3903. 250 copies have been prepared or distributed at a cost of \$170. 1/2008

University Relations'

GUIDE TO PRODUCING PUBLICATIONS



University of Central Oklahoma
University Relations
Administration 201
(405) 974-2307
www.uco.edu/ur

