



Steps to producing a publication

Office of University Publications

315 Wetherby Administration Building

745-5386 or 745-6294

publications@wku.edu

1

Schedule a meeting

by contacting University Publications

- **NEW!** Go to <http://asaweb.wku.edu/php/prod/publications/request/>
- or call 745-6294 or e-mail publications@wku.edu

2

First meeting with Publications

Be prepared to discuss:

- existing publication (if any)
- audience
- communication goals
- content
- imagery/photography
- budget
- production schedule

Provide text

- on a disk or attached to an e-mail
- in a Microsoft Word file with as little formatting as possible
- edited, revised, spelling-, grammar-, and fact-checked
- reviewed and approved by supervisor

If possible, please allow us two weeks to design a first proof for small projects (brochures, ads, posters) and three weeks to design a first proof for large projects (booklets, newsletters, magazines). Allow two weeks for conventional offset printing or four days for digital printing.

3

Proofing

- Publications will e-mail a PDF file or drop off an ink-jet proof.
- Publications will refine the design and present additional proofs.
- Publications will get cost estimates from six printers; you choose.
- When you are satisfied, give written permission to print. E-mail is fine.

4

Printing

- Give Publications the budget code (index number) for the job.
- Publications will submit an Online Print Request form.
- Publications will send all necessary job files to printer.
- Carefully review the printer's proof. The next time you see your job, it will be printed.
- The printer will deliver the publication to your department or to Central Receiving.

5

Feedback

- Publications will send a short satisfaction survey.
- Tell us where we need to improve our service, and send the survey back to us.