



Publications Committee

Wisconsin Union Directorate

<http://go.wisc.edu/PublicationsPrintingGuide>

Updated 4/24/18 by L. Malik Anderson and Theda Berry

This document is a guideline for the WUD Publications' magazines and journals printing process. Please continue to add best practices and insights that may be useful for your successors.

For timelines, also see: **<http://go.wisc.edu/WUDPublicationsDirectorsGuide>**

For layout information (more useful to layout editors, but a good reference point for EICs as well):

<http://bit.ly/2xCWPVB>

Publication Schedule Fall 2018

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Publication Schedule Spring 2018

- First or second week of February: Page Count and pricing quote due - please set up to meet with Jen during one of these two weeks
- March 12th: Ads Due - Director will relay information regarding ads - please use to plan for ads in layout.
- Week of March 12th: Layout check in
 - Check for mastheads, page numbers, make sure correct number of pages and ads. Also design the side bind for perfect binding. Basically, as much pre-work as can be done before content gets dropped.
- Spring break Mar 24-Apr 1, 2018
- April 6: Production Night (always the Friday before the Monday files are due to Jen)
 - This is the last night of production, and if at all possible layout designers are encouraged to finalize their files earlier. Because spring break is later this year, this deadline is later, but turning in files earlier ensures magazines get delivered before the end of the semester.
- April 9: Final Files Due (to Jen, then some revisions might get made, but the turnaround is quick)
- May 1-4th: Distribution Week (May 4th is last day of classes)
- Likely start release parties on or before May 1

Reminders and Expectations

- Theda helps publications to be much more outstanding (Jim's comments), **please make layout staff meetings with her.** Ask for her skills.
- Deadlines are set to help you get publications created well before studying for finals, and allowing for good distribution. **Please meet layout deadlines.**

General Fall Schedule (which can be updated from what is below for fall 2017)

- **OCTOBER 9 (Monday):** All advertising contracts secured through the Advertising and Revenue Associate Director should be finalized and Editors-in-Chief should receive placement of the advertisement so layout editors can work on magazine/ journal designs.
- **OCTOBER 20 (Friday):** This is a preliminary layout check. The Creative Associate Director will look over the InDesign files before we reach the final deadline. Layout editors should expect to receive suggestions and ask questions if needed.
- **WEEK OF OCTOBER 30-NOVEMBER 2 (Monday-Thursday):** This is the final production week. Layout editors should work closely with the Creative Director to make sure their magazine/journal is a complete product. Since files need to be finished on the 3rd (see below), this give us time to troubleshoot and have a calmer Friday.
- **NOVEMBER 3 (Friday):** This is the last night of production meaning production of the magazines/ journals must be ready to send to the printer. Editors-in-Chief are expected to send complete InDesign files to the Director and Creative Associate Director.
- **NOVEMBER 17 (Friday):** The issues should be delivered from the printer to the Wisconsin Union Directorate (WUD) Office on the 5th Floor. By this point, Editors-in-Chief should have given the Marketing Associate Director a list of venues to distribute copies of each magazine/ journal to.
- **DECEMBER 1 (Friday):** This is the official Distribution Day, which gives everyone a breather before coming back at getting excited to distribute. Distribute all but two boxes, save the rest for next wave of distribution and to for programming. Also, save six copies (four WUD Office copies and a copy for both the WUD archive and the University).
- **DECEMBER 6 (Wednesday):** This is our final meeting of the semester. In our meeting, we will debrief how the process went, what needs to be improved, etc.
- **DECEMBER 8 (Friday):** Distribute the remaining publications in additional locations.

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ANNUAL PRODUCTION TIMELINE

Beginning of Your Term

- Meet with your predecessor and knowledgeable individuals, including the Publications Director, to find out about resources and effective processes.

Beginning of semester

- Establish communication WU Marketing/Graphics. Establish (conservative) hard dates for various timing needs (as outlined above for Fall 2017). Timing includes:
 - Review of General Pricing Estimates (schedule with WU Marketing)
 - Quote option needs due to WU Marketing
 - File/Layout Check in days with WU Marketing (To make sure that you are on the same page with formatting)
 - Final Layouts due to WU Marketing
 - Hard Proofing time
 - Final hard proof approvals
 - Print Production timing
 - In Hand date

Also, determine the mode in which the files should be submitted (email, CD, flash drive).

- WU Marketing: Jennifer Farley <jennifer.farley@wisc.edu>
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Throughout the Semester

- Create your publication.
- File check ins. Check in with WU Marketing/Graphics team. Goal is to check in at least 3 times during the semester to be sure layouts, high-rez files and docs are print ready. Timing should be part of your timeline that was given to you by Marketing.
- Inform WU Marketing/Graphics if there are any delays in the timeline that will affect printing, and if you will need to change the day you will be sending in the files and the day by which you need it printed.
- Get finalized quote (see below)

Final Quoting

- Contact Wisconsin Union Marketing to ask for a price quote. You'll need to be specific for what you are asking for. Use the General Pricing as a guide.
- General printing quotes are listed at: <https://docs.google.com/spreadsheets/d/149-9mvQSFxpPNsS53IYd2mOj2Sry3-V6gsOCnCiAfUw/edit#gid=163013215>
- If you know the exact amount you want to spend, include this information in the quote request.
 - If you don't know the amount you want to spend, ask for quotes for multiple quantities
- Info needed to quote. See example below:
"WUD Publications Souvenirs would like to get a printing price quote for [add in your full details] for 500, 750, 1,000 (request various amounts in case it is more expensive or less than you thought),
 - a 36 page book,
 - printed CMYK w/full bleed,

← Publications Printing Handbook

■ This job is similar to job # (if you know a prior print job that is similar). The final job will be submitted on _____. If possible the printer is asked to put us on their production calendar now and let us know when the job would be estimated to be completed allowing for some corrections so our subsequent publications release events can be confirmed.

■ Receiving further suggestions on how to reduce costs, besides reducing quantity, would be appreciated. A PDF proof is desired." [Again editing the information to be *your publication* full details].

You can have the Publication Director, advisor, or other knowledgeable staff help you complete all info. Also include:

- Your 8 digit account number
 - Budget and/or quantity
 - High quality or commodity quality
 - Size
 - Number of pages (including cover)
 - Paper stock
 - Full Color or B&W
 - Publication has bleed or no bleed
 - Do you want a printed proof or a pdf proof
 - Factor in slightly more time for a printed proof, as it will be interoffice mailed to the Union instead of instantly sent to you.
 - However, printed proofs will help show final image quality.
 - Date you need it printed by
- Send in the publications file by the determined deadline.
 - Once the proof is received, proof/edit and send back ASAP.
 - Then **do not miss the date** that you have confirmed with the printer receiving your file; otherwise, if they have

it on their calendar and you are not there, the printer will move onto other print jobs in their queue.

- Therefore, in your internal staff publication deadline, you may want to give your staff a date many days or a week before (what you have told the printer) to allow you to handle late items without missing your deadline and being too stressed.
- Then by the stated deadline to the printer, **or earlier if completed**, immediately submit your fully proofed (following the guidelines) document so you can start getting the corrections requested from the printer.
- It may be good to have the Publications Director and/or Advisor look at the two-sided cover/back (to check to make sure the WUD logo, WUD Publications logo, addresses if listed, etc, are included and accurate). The advisor can provide any further comments on your publications' content/layout if you want but often student leaders have wanted to create the publication 100% on their own. Just include all needed logos, correct contact information and addresses, use good judgement for anything that may be controversial, and potentially check in with the Publications Director and/or Advisor if this is the case.

Identifying how to stay within your budget by keeping costs low and/or increasing revenue (such as getting various quotes, through advertisements and other ways) is part of your out-of-classroom hands-on learning experience.

Printing Timeline

- Hard Proofing - this is not editorial proofing, this is proofing of actual layout, color, page numbers, etc that is done with the printer ~ **2 weeks (5-10 business days)**
- Production time, post final approval: **7-10 days** (offset printing), **5-7 days** (digital)
- Shipping: expect 3 to 5 business day

****In working with the WU Marketing department, timing of the above has already worked into the dates they have given you. *** (*remember to account for holidays/breaks when creating timelines)*

Document Setup

Page Size:

As of now, all publications print full size.

TO KEEP COSTS LOW:

- ☐ The recommended size for *offset* printing is **8.375" x 10.875"**, not 8.5" x 11".
- ☐ You may use a smaller size (ex. 6" x 9") to save money.

Bleeds:

Bleed is used to avoid strips of white paper showing up on the edges when you print. If images touch the edge of the page, they require a bleed (includes extending the color $\frac{1}{8}$ " beyond the trim size). Recommended bleed is .125" (automatically changed to 0p9 in InDesign).

Page Amounts:

Pages should be a multiple of 4 (ex. 36, 40, 44, etc.) - this number *includes* the front and back cover, not just the inside pages.

- ☐ If you are using a different type of paper for the cover, remember that it's actually four pages - outside front cover, inside front cover, outside back cover and inside back cover. The inside pages need to also be a multiple of 4 (ex. 44 pages total; 4 cover pages + 40 inside pages)

TO KEEP COSTS LOW:

- ☐ Consider printing in B&W instead of full color. *Note:* this affects the overall design.
- ☐ Also consider creative options such as using duotones (dual color on B&W) or B&W with color spreads

Types of Paper

A booklet of paper samples is in the top drawer by the Publications computer.

TO KEEP COSTS LOW:

- ☐ Use lighter paper weights (ex. 60# instead of 80#).
- ☐ Use uncoated paper instead of coated (dull/gloss) paper
- ☐ Choose a self-cover booklet (1 paper type) instead of different paper stock for the cover

Perfect Binding vs. Saddle Stitch

- Perfect Binding - bound by gluing
- Saddle Stitch - bound by staples in center

52 page is minimum for perfect binding.

Perfect binding required a heavier cover (at least 65# cover). You cannot do a self-cover with perfect binding.

Copyright

Make sure that you have the rights to any images you are using (specifically for any publications that purchase stock images).

Advertisements

- Yes, you can get advertisers for your publication and it can be a useful learning experience. Check in with your Advisor for any University limitations that may be in place.
- Create a media kit for individual publication-necessary for telling advertisers WHAT you are, WHO you are reaching, and WHY they should care.
- Here's an advertising rate sheet template for you to potentially copy and use:
https://docs.google.com/document/d/10PwS_Gm9c9b51wCSVK7HugmGnyVh51FGrTzZmb6tc-l/edit
- Keep a list of everyone you have ever enjoyed working with (launch parties, sponsors, partners, collaborators, etc.) and consider sending personal emails and/or discounted prices (friends discount)
- Contact other WUD committees to purchase advertising space
- START EARLY
- Email EVERYONE
- As always, ask other Editors-in-Chief what they are doing and work together to share best practices

Other Useful Tips in Creating Your Outstanding Publication

- For submission-based publications, notify those who have been selected AFTER layout is complete. This will ensure that no images or pieces will need to be unexpectedly cut.
- Do not hesitate to ask submitters for a better quality image or edits to a submission. Hold your publications to a high standard and only publish submissions that meet that standard.
- Although self-explanatory, be sure to backup your files save your files in multiple places.
- Paying for the printing is taken care of via the 8-digit account number that you designated on the graphics order form.
- When constructing a layout in InDesign, it's useful to create the cover fold separate from the inner pages, since they will need to be submitted to the press as separate files.

- Here is where you may find some of the prior WUD Publications' printing receipts:
<https://uwmadison.box.com/s/1d22v203rm1axyt1t5kh>

Closing Comments

- Congratulations on being part of your team (or coordinating it!) and creating an outstanding publication that you can hold up and be proud of 10 years from now.
 - Were you able to create the *type of* experience you wanted with your involvement including working with others, setting goals, meeting deadlines, critical analysis, and sharing best practices?
 - It is *very likely* you will periodically reflect on the active engagement, the rapid learning, the wonderful challenges, and the friends in your time with WUD Publications as you continue to create in your life. Be fully engaged now.
- Publications with heavy coverage should be on a minimum of 70# text - although they can print on 60# text, it's more challenging to achieve a high end result (\$10-12 dollars more per 1000 sheets, not significant)
 - keep important elements (headline/page number/body copy) about ¼ inch from the outside trimmed edges
 - Digital press options for smaller rounds: comes down to page count/quantity and budget
smaller page count, more likely to print on offset (less setup associated)
 - Digital printing for budget process