



# Philanthropy Communications Project Request Form

Please completely fill out this form and return to the Director of Philanthropy Communications or Director of Creative Services in order to begin your communications project. You will need to complete a form for each individual piece you request.

## Client Information

Requested by: \_\_\_\_\_

Submission date/time: \_\_\_\_\_

Requested completion date: \_\_\_\_\_  
*(please allow at least 10 working days for printing, if required)*

Deliver to: \_\_\_\_\_

## Project Specifications

Project title: \_\_\_\_\_

New creative    Reprint (no changes)    Reprint (with changes)

Purpose/Event: \_\_\_\_\_

Audience: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

Dimensions W x H *(if known)*: \_\_\_\_\_

Quantity: \_\_\_\_\_

Creative meeting requested?  Yes  No

Copy provided?  Yes  No

Images provided?  Yes  No *(300 dpi for print; 72 dpi for electronic)*

## Budget

Budget: \_\_\_\_\_ Cost center: \_\_\_\_\_

Department to be charged: \_\_\_\_\_

## Production

Black/White    Pantone 286 (UK blue)    4-Color (CMYK)

Special Process(es)    Ricoh duplication    PDF/Electronic

For mailed pieces:  Live stamp    Bulk mail    Envelopes needed

## Special Instructions/Production Notes:

\_\_\_\_\_

\_\_\_\_\_

Questions? Contact [marc.whitt@uky.edu](mailto:marc.whitt@uky.edu) or [ashley.ritchie@uky.edu](mailto:ashley.ritchie@uky.edu).

## Project Type

- Advertisement
- Booklet/Brochure
- Email
- Flyer/Handout/Insert
- Form/Reply card
- Greeting card
- Illustration
- Invitation
- Logo/Identity program
- Media placement
- Newsletter
- Postcard
- Poster/Sign
- Press release
- Program
- Report
- Slide presentation
- Stationery/Name tags
- Video
- Web site
- Other *(please specify)*: \_\_\_\_\_

## Services Requested

- Copywriting (electronic)
- Copywriting (print)
- Copy editing
- Design (electronic)
- Design (print)
- Media Placement
- Photography
- Photo editing/printing
- Speech writing/editing
- Other *(please specify)*: \_\_\_\_\_

\_\_\_\_\_



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The following guidelines will assist us in creating a more successful communications project for you. Please feel free to ask questions regarding the creation and production of your project.

## **Text**

When providing copy for a project, please submit typed and spell-checked documents, electronically if possible. Microsoft Word is the best format for text submissions.

## **Photos and Graphics**

Images for print publication should have resolutions of 300 dpi, preferably in TIF, JPG, or EPS format. BMP images or images embedded in Word files (or other programs) cannot be used in print production.

Images to be used online or in electronic publications must be 72 dpi or above. Common online image formats include JPG, GIF, and PNG.

If you aren't sure of your images' resolutions, please let us know when submitting your project.

## **Timelines and Deadlines**

So that we can serve you with the highest level of quality and efficiency, please allow ample time for the creation, approvals, and production of your project.

Sample timeline estimates include:

- photography requests: 2 weeks notice before event
- e-blast/Web site updates: 3-4 weeks
- flyer/poster/invitation/program/postcard: 3-4 weeks
- multi-page brochure/booklet/newsletter: 4-6 weeks
- project involving multiple pieces: discuss with Communications staff
- ASAP/rush projects will be evaluated by Susannah Denomme and the Communications staff

Acquiring print estimates vendors may take several days. Print vendors require 10 business days to complete most projects. More complicated designs, long text, extensive research or large quantities may require additional time. Production time for specialty/promotional items varies. It is best to request these items well in advance of needed date.

Please keep in mind, acquiring print estimates from our vendors may take several days. Also, our printers require 10 business days to complete most projects. More complex jobs or large quantities may require additional time.

Be sure to request any postal or email address reports from Information Services before your project is scheduled to be completed.

Electronic projects (email, PowerPoint presentations, videos, web site development, video production) vary widely in the amount of development and production time required. Please submit these projects well in advance of delivery/due date.

If at all possible, we will honor your requested completion date.

*Thank you!*