



SPRINGFIELD COLLEGE

OFFICE OF MARKETING AND COMMUNICATIONS

WORK ORDER FORM

DESIGN-TO-PRINT MATERIALS OR PROMOTIONAL ITEMS

Please contact the Office of Marketing and Communications after completing page 1 to schedule a start-up meeting for your project. Page 2 will be completed during the start-up meeting.

General Information

Project Title: _____

Date Submitted: _____ Requested Due Date: _____ Is this a firm date? ☐ Yes ☐ No

Is this for an event? ☐ Yes ☐ No Event Date: _____

School/Department/Office: _____

Contact Name: _____ Phone: _____

This project is approved for submission to the Office of Marketing and Communications by Department Head/Department Chair/Dean/Vice President: _____

Please obtain signed approval prior to contacting the Office of Marketing and Communications.

Printing or Supplies Account Number: _____

Postage Account Number: _____

Project Information

Please check one of the following:

☐ This project consists of an exact reprint or reorder, no changes needed.

☐ Sample attached

☐ Sample not attached

☐ This project consists of minor copy changes to a pre-existing piece.

☐ Sample attached

☐ Sample not attached

☐ This project requires a redesign of a pre-existing piece.

☐ Sample attached

☐ Sample not attached

☐ This project is new.

☐ Please check one or more of the following regarding services needed:

☐ Copywriting

☐ Copy Editing

☐ Graphic Design

☐ Photography

Print or Order Quantity: _____

Note: All content is edited to conform to the College's Writing Style guidelines.

For most new projects, please plan for a FOUR WEEK lead time.

For substantial revisions to an existing piece, please plan for a THREE WEEK lead time.

For minor revisions to an existing piece, please plan for a TWO WEEK lead time.

These lead times include design, proof approval, and production time.

Who is your audience? (check all that apply)

- | | | |
|---|---|---|
| <input type="checkbox"/> General Public | <input type="checkbox"/> Prospective Students | <input type="checkbox"/> Current Students |
| <input type="checkbox"/> Alumni | <input type="checkbox"/> Current Donors | <input type="checkbox"/> Prospective Donors |
| <input type="checkbox"/> Faculty | <input type="checkbox"/> Staff | <input type="checkbox"/> Media |

☐ Other: _____

What is the purpose of your project? _____

How will your project be distributed? _____

What is your budget? _____

What does your project consist of? (check all that apply)

- | | | | |
|-------------------------------------|--|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Banner | <input type="checkbox"/> Insert Card | <input type="checkbox"/> Poster | <input type="checkbox"/> Flyer |
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Invitation | <input type="checkbox"/> Print Ad | <input type="checkbox"/> Envelope |
| <input type="checkbox"/> Form | <input type="checkbox"/> Postcard | <input type="checkbox"/> Fact Sheet | <input type="checkbox"/> Viewbook |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Promotional Item (pen, shirt, etc.) | | |

☐ Other: _____

Print Options:

- | | | |
|-------------------------------------|---|---|
| <input type="checkbox"/> Black Only | <input type="checkbox"/> Color Laser (Campus Printshop) | <input type="checkbox"/> 4-Color Process (outside vendor) |
|-------------------------------------|---|---|

☐ PMS202 Maroon or other spot imprint color. Indicate color: _____

Mailing Options:

- | | | | | |
|--|--|--------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> On Campus (Inter-office Mail) | <input type="checkbox"/> Off Campus (USPS) | <input type="checkbox"/> Email | <input type="checkbox"/> Internal | <input type="checkbox"/> External |
|--|--|--------------------------------|-----------------------------------|-----------------------------------|

Delivery Instructions: _____
