Publications: Pre-production Checklist

In order to ease the flow of information, it’s important that written content be developed or be a fair way along the process of development prior to initial discussions with Marketing and Communications (MACO) about production.

Please read through and make notes for discussion on the following prior to making contact with MACO:

Objective
- What is the objective of the publication?
Where possible, this should be narrowed down to a primary objective such as “generate interest in new research program”

Budget
- What’s the budget for your print project?
Allocate funds for artwork costs as well as copy writing, printing and distribution costs.

Format
- What format in terms of size, orientation and style is envisioned for the publication?
- How many pages are required? (note that costs increase per page)

Content
- Has content been developed and approved according to appropriate channels and policies?
- Are all images and graphics appropriate for use in terms of brand, quality (resolution) and copyright?

Quantity
- What is the desired quantity for print?
In some cases MACO may be able to provide a quote for the desired quantity, based on the format and size of the publication, in order to work through budget concerns.

Lead time
- Is there ample lead time before the required delivery date?
MACO requires 14 working days of lead time for small print projects.
Larger productions may require a set schedule based on the delivery date. Conference brochures and other multiple page publications that are to be delivered on a specific date, for example, are best planned backwards from this date, preferably months in advance.

Distribution
- What is the preferred distribution method?
Options may include print (e.g. hand out on location) or mail out, or multiple methods that may include the online Events Management System and email.

Contact the Marketing and Communications Office on 8201 3707 or marcomms@flinders.edu.au