OVERVIEW

This document provides the details and discussion points for the coordinated distribution of print projects through University Marketing and Communications, Creative Services.

DESIGN SERVICES

Creative Services will provide services for the Layout/Production/Graphic Design of newsletters, books, posters, brochures, outdoor signs, logo creation, etc.:

- Provide design, layout and services using university artwork, photos and graphics as supplied by the client or as obtained through the university photographer.
- Provide two PDF proofs, position proofs, fold samples, color proofs or mock-ups.
- Provide or create original illustrations to be incorporated into layout.
- Provide cost estimates for printing (supplied by University Print Lab).
- Provide writing and editing assistance.
- Provide photography services.
- Provide print-ready files to the University Print Lab or another printer as designated by the University Print Lab.

PRICING

Prices supplied by Creative Services will be valid for one year from the start of the contract. Prices are as followed for base projects. Special projects not falling under one of the below categories will receive a base price prior to the start of the project.

FEE STRUCTURE

- Publications (anything more than 4 pages in length): $40 a page
- 3-panel brochure: $100
- 4-panel brochure: $130
- Programs: $20 a page
- Poster, 11x17 and smaller (minimal graphics): $100
- Poster, larger than 11x17 (minimal graphics): $150
- Original logo artwork: $150
- Pull-up banner: $150
- Postcards: $40
- Letterhead: $30
- Envelopes: $20
- Two-sided business cards: $20

All prices include two rounds of revisions where the client will be given an electronic proof and be allowed to make changes and receive an updated proof. Any further changes will result in a $30 an hour charge above the base price. Text or photo updates to an already existing piece, without any additional design changes, will be billed at $30 an hour.
PHOTOGRAPHY SERVICES

University Relations is home to SDSU’s photography services and is responsible for meeting photo requests across campus. Requests are varied ranging from the President’s Office, campus events, conferences, SDSU’s Web pages, college publications, promotional and marketing items to intercollegiate athletic competition. Photography services also provides professional portraits for a cost of $10 per person.

FEE STRUCTURE

Monday through Friday, 8:00 am -5:00 pm at $35/hour
Monday through Friday, before 8:00 am after 5:00 pm first hour $75, additional hours $50/hour.

CLIENT RESPONSIBILITY

Clients shall provide Creative Services with all the necessary information to complete the project such as: desired copy and photos or ideas for types of photos/graphics, as well as a timely turnaround of proofs and requested changes.

DEADLINE

Creative Services accepts jobs from every department and unit on campus. Every effort is made to adhere to the client’s deadline needs and requests. However, special priority is given to projects from the President’s Office, Admissions and Athletics due to the high visibility of those offices. If for some reason a deadline will not be met, Creative Services will notify the client and renegotiate the deadline. If the problem falls on the side of Creative Services due to work overload, a 10 percent price deduction will be granted. However, if deadlines are not met due to untimely arrival of copy or proof turnaround, Creative Services will not be held accountable.

Last-minute projects that need to be completed within a five business days will be subject to a 10 percent rush fee.

Client: ____________________________________________________________

Project: ____________________________________________________________

Completion date: ________________________________

Copy to be supplied by: ________________________________________________

Estimated cost: ______________________________________________________

_________________________________________  _________________________
Client  Date

_________________________________________  _________________________
Manager, Creative Services  Date

November 2013