



GUIDE TO ON-CAMPUS MARKETING AND PRINTING SERVICES

Marketing, Creative Services and Duplications



CREATIVE & DUPLICATION SERVICES

These departments on campus will help you from start to finish on anything you need designed and printed. Creative Services will design your pieces and proof them to you. Once approved, they will send the print-ready files to Duplications (or, if necessary, an outside vendor) for printing. The final printed pieces will be delivered. Mailing services are available upon request.

BOOKLETS

Programs
Newsletters
Guides

STATIONERY

Letterhead
Invitations
Notecards

ENVELOPES

Addressed Outer
Envelopes
Business Reply

CARDS

Postcards
Push Cards
Informational Cards
Hand-out Cards

BULK MAILERS

SINGLE-SIDED PIECES

Sandwich Boards
Posters
Flyers
Handbills

SPECIALTY PAPERS

Adhesive Backed
Door Hangers
Megaphones
Cubes

ADDITIONAL OPTIONS

Multi-Part Forms
GBC Binding
Yard Signs

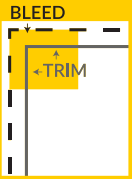
VENDOR-SUPPLIED ITEMS

Retractable Banners
X-Frame Banners
Promotional Products

TIPS FOR ORDERING DESIGN/PRINTING ON CAMPUS

1. **INCLUDE EXAMPLES** if you have some that you like or don't like.
2. **MEASUREMENTS** should be written width then height — this book is 8.5 x 11" folded and 11 x 17" flat.
3. **REVIEW** your Workfront form and make sure you included all the information such as size and quantity.
4. **MORE INFORMATION** is better than not enough, so please provide as much detail as possible on your order.
5. **PLEASE PLACE YOUR ORDERS** at least 10 business days before you need them. Our small department completes about 1,000 print jobs per year — so the more advance notice we have, the better we can serve you!

COMMON DESIGN/PRINTING TERMS



BLEED – The margin outside the trimmed area of a sheet that allows for colors and images to print beyond the edge of the page. The standard bleed is 1/8" of .125".



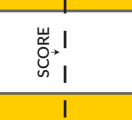
COMB BINDING (GBC) - A method of binding using rings attached to a plastic spine to secure pages.



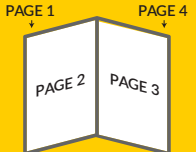
RESOLUTION - The quality with which an images is reproduced or displayed. 300 dpi (dots per inch) at the size you wish the image to be is ideal for printing and 72 dpi is ideal for websites and digital signage.



SADDLE-STITCH - A book with inset pages secured by stitching wire (staples) through the fold line — like this booklet.



SCORE - Creasing a line in paper or a card so it can be folded cleanly.



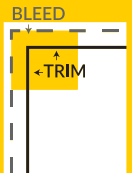
SIGNATURE - A folded sheet of paper that creates 4 individual pages. An example is the cover sheet of this book. Page 1) the cover, 2) inside front cover, 3) inside back cover, and 4) back cover.



SPREAD - Used to describe any two facing pages of a document or publication.



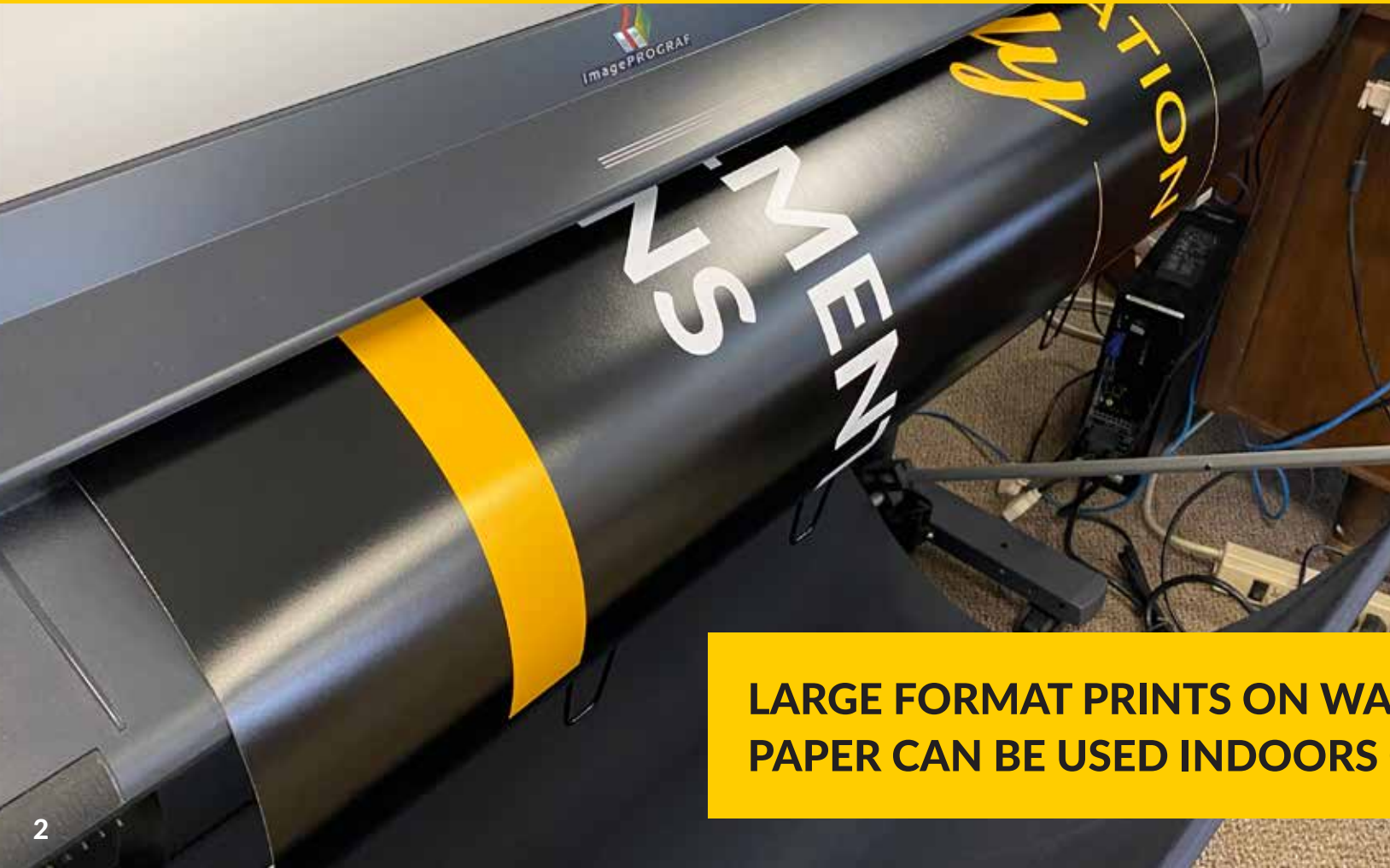
SQUARE-SEAM SADDLE-STITCH - A saddle-stitch book that has a square spine. Mostly used for larger page-count books.



TRIM - To cut printed sheets to the required size.



VECTOR/RASTER IMAGES - Vector graphics are scalable to any size and maintain their crisp lines. Raster images use dots to create the image and cannot be scaled up or down without distortion — often referred to as pixelation.



LARGE FORMAT PRINTS ON WATERPROOF PAPER CAN BE USED INDOORS OR OUTDOORS.

BOOKLETS

Programs, Newsletters, Guides

Showcase your department for future students or create a booklet for an event. The possibilities are endless when creating booklets.



OPTIONS:

- 11 x 17" folded to 8.5 x 11"
- 8.5 x 11" folded to 5.5 x 8.5"
- 17 x 5.5" folded to 8.5 x 5.5"
- Cover stock on cover
- Gloss paper on insides
- Up to 52 number of pages
- Saddle-stitched
- Square-seam saddle-stitch

STATIONERY

Letterhead, Invitations, Notecards

Do you have a special event coming up or a fundraiser to put on? We can help you with your stationery needs to stand out in the mailbox.



ENVELOPES

Addressed Outer Envelopes, Business Reply

This is great for when you have a small amount of envelopes you need for a specific event or select group of people. Duplications can also address the envelopes, if needed.



PRICES:

Letterhead	\$4.00 / 100 qty
5x7 cards	\$4.00 / 100 qty
8.5x5.5 - folded (4/0)*	\$3.00 / 100 qty
8.5x5.5 - folded (4/4)	\$4.00 / 100 qty
10x7 - folded (4/0)	\$4.00 / 100 qty
10x7 - folded (4/4)	\$5.00 / 100 qty

PRICES:

A2 (1/0)*	\$4.00 / 100 qty
A2 (1/1)	\$5.00 / 100 qty
A7 (1/0)	\$5.00 / 100 qty
A7 (4/0)	\$9.00 / 100 qty
A9 (1/0)	\$8.00 / 100 qty
A9 (4/0)	\$11.00 / 100 qty
#10 (1/0)	\$4.00 / 100 qty
#10 (4/0)	\$7.00 / 100 qty
#9 (1/0)	\$4.00 / 100 qty
#9 (4/0)	\$7.00 / 100 qty
9x12 Booklet (1/0)	\$7.00 / 100 qty
9x12 Booklet (4/0)	\$10.00 / 100 qty
6x9 Booklet (1/0)	\$5.00 / 100 qty
6x9 Booklet (4/0)	\$8.00 / 100 qty

Prices subject to change.

*1/0 = black on the front
4/0 = color on the front
4/4 = color on the front and back

PRICES:

5.5 x 8.5" or 8.5 x 5.5"	
4 pages	\$11.00 / 100 qty
8 pages	\$22.00 / 100 qty
12 pages	\$33.00 / 100 qty
16 pages	\$44.00 / 100 qty
24 pages	\$66.00 / 100 qty
28 pages	\$77.00 / 100 qty
32 pages	\$88.00 / 100 qty
36 pages	\$99.00 / 100 qty
40 pages	\$110.00 / 100 qty
44 pages	\$121.00 / 100 qty
48 pages	\$132.00 / 100 qty
52 pages	\$143.00 / 100 qty

8.5 x 11"

4 pages	\$13.00 / 100 qty
8 pages	\$26.00 / 100 qty
12 pages	\$39.00 / 100 qty
16 pages	\$52.00 / 100 qty
24 pages	\$78.00 / 100 qty
28 pages	\$91.00 / 100 qty
32 pages	\$104.00 / 100 qty
36 pages	\$117.00 / 100 qty
40 pages	\$130.00 / 100 qty
44 pages	\$143.00 / 100 qty
48 pages	\$156.00 / 100 qty
52 pages	\$169.00 / 100 qty

Prices subject to change.
Prices based on uncoated copy paper.

CARDS

Postcards, Push Cards, Informational Cards, Hand-out Cards

Cards are the best way to get your information out to the masses. Whether it's potential students and their family with a postcard mailed directly to them or a push card sitting at an information table, we've got you covered.



BULK MAILERS

Mailing postcards as bulk mail is much more cost effective than mailing first class. Duplications and the Mail department have worked hard to integrate this system for mailing postcards at the cheaper bulk rate, saving money both in production and postage.

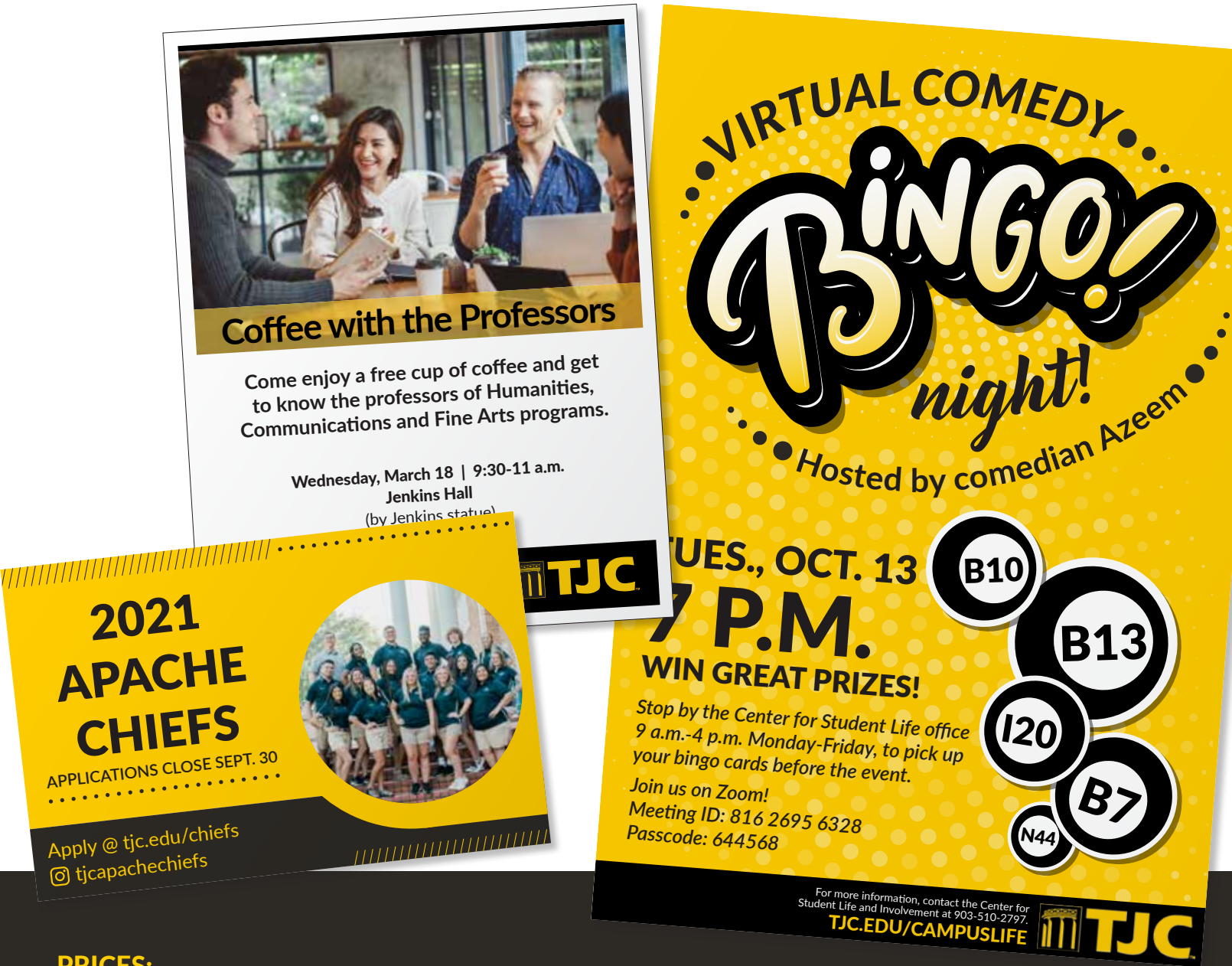
PRICES:	SINGLE-SIDED/DOUBLE-SIDED
3.5 x 2"*	\$4.00 / 250 qty \$4.00 / 250 qty
3 x 5"*	\$1.00 / 100 qty \$1.42 / 100 qty
4.25 x 5.5"*	\$1.50 / 100 qty \$2.13 / 100 qty
3.67 x 8.5"*	\$2.00 / 100 qty \$2.83 / 100 qty
8.5 x 5.5"*	\$3.00 / 100 qty \$4.25 / 100 qty
9 x 6"~	\$4.50 / 100 qty \$5.75 / 100 qty
11 x 6"~	\$6.00 / 100 qty \$7.67 / 100 qty

Prices subject to change.
*Prices based on uncoated cardstock.
~Prices based on gloss cardstock.

SINGLE-SIDED PIECES

Sandwich Boards, Posters, Flyers, Handbills

Information that you can pass out or hang up to be displayed. With lots of options including waterproof poster paper, these make great pieces to advertise events.



PRICES:	
4.25 x 5.5"	\$1.00 / 100 qty
5.5 x 8.5"	\$2.00 / 100 qty
8.5 x 11"	\$4.00 / 100 qty
11 x 17"	\$12.00 / 100 qty
24 x 36"*	\$45.00 / 10 qty
24 x 36"~	\$35.00 / 10 qty

Prices subject to change.
*Poster prices based on ink coverage.
~Waterproof poster paper.

OPTIONS:
Copy Paper
Cardstock Paper
Waterproof Paper
Poster Paper

SPECIALTY PAPERS

Adhesive Backed, Door Hangers, Megaphones, Cubes and so much more!

Stand out on the table around campus with a megaphone or a table tent. Or leave a lasting impression with a sticker or label. Once you dream up an idea we, can help make it a reality.



IDEAS:

These are just some of the various kinds of projects that can be done through the use of special papers. All projects will need to be quoted on a project-by-project basis because of paper cost differences.

- Cubes
- Megaphones
- Table Tents
- Tags
- Event Wristbands
- Labels

PRICES:

Multi-part forms

2-part	\$7.00 / 100 qty
3-part	\$11.00 / 100 qty
4-part	\$16.00 / 100 qty

GBC Binding

1-40 pg	\$7.00 / 100 qty
41-55 pg	\$8.00 / 100 qty
56-80 pg	\$12.00 / 100 qty
81-150 pg	\$25.00 / 100 qty
151-200 pg	\$30.00 / 100 qty
201-320 pg	\$100.00 / 100 qty

Prices subject to change.
GBC page count based on 20# copy paper

ADDITIONAL OPTIONS

Multi-Part Forms, GBC Binding, Yard Signs

In addition to everything else, Duplications can also print and pad multi-part forms, bind booklets using plastic combs (GBC binding) and make fold-over yard signs to display around campus.



COMB BINDING (GBC) → a method of binding using rings attached to a plastic spine to secure pages.



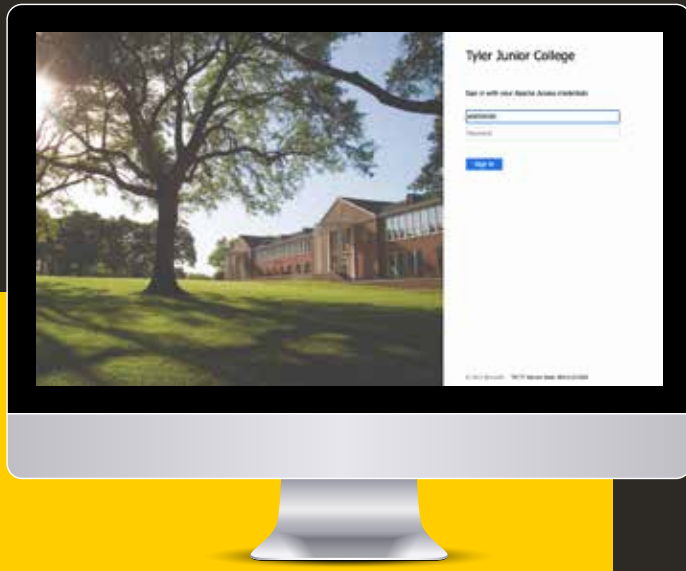
VENDOR PROVIDED

Retractable Banners, X-Frame Banners, Promotional Products and so much more

Make a statement and reach a wide audience with banner of all kinds. Retractable banners are perfect for long-term displays outside of offices and in lobbies as well as college fairs. X-Frame banners are best for information that needs to be changed out often, like registration dates and deadlines. Don't forget the swag. We can help you get all the goodies you need to promote TJC and your department.



FREQUENTLY ASKED QUESTIONS



LINKS

Marketing, Media and Communications
tjc.edu/Marketing

Workfront
tjc.edu/Workfront

Duplication Service Request
tjc.edu/CampusServices/Duplications

Marketing Downloads
tjc.edu/Marketing/Downloads

1. **Is using Creative Services and Duplications really cheaper than outsourcing for smaller jobs?**

Yes! Creative Services does not charge for their services, and Duplications only charges for materials used.

2. **How hard is it to get a job designed and printed?**

Super easy! With Workfront, you simply create a request, fill out a form and attach any documents needs and we'll take care of the rest.

3. **I don't know what I need. Can you help?**

The best part about our services is we provide consultations to help determine what your needs are and how we can help—think advertising agency as opposed to Kinko's. Our goal is to provide solutions and opportunities to further market your program or event.