

# Central Michigan University

## Request for Publication Services

### University Publications Public Relations and Marketing Office

Central Michigan University's Public Relations and Marketing office produces brochures, pamphlets, posters, flyers, newsletters, advertisements, and other printed materials for university clients. Our services include consultation, editing, photography, and design. These services are provided free of charge to help you:

- Successfully target, produce, and deliver your public information and marketing messages
- Develop strong content and distinctive, high-quality, cost-effective print materials that represent CMU in a visually consistent, compelling, and accurate manner

**Please submit this form as far in advance of your requested delivery date as possible. Submit a separate form for each of your projects. We will contact you regarding your request within two working days after this form is received in our office.**

**Return this completed form via:**

- **Fax:** (989) 774-1098
- **Campus mail:** University Publications, West Hall 215
- **Online:** E-mail this pdf as an attachment to [stahl1ra@cmich.edu](mailto:stahl1ra@cmich.edu)

### Client Information

Today's Date

Your Name

Title

Department/Office/College

Telephone

E-mail Address

**Printing Charges** – Which office(s) or department(s) will provide a CMU purchase requisition for printing services?

Person with Budget Control

### Additional Information

### Publication Information

**Audience** – Identify the group(s) to whom you wish to deliver a message.

**Message** – Summarize your key message and the desired effect of the publication.

**Type of Publication** – What printed form do you have in mind?

**Timeline** – What is the requested delivery date for this publication?

**Photographs** – Do you need photo options for your publication?

**Distribution** – How do you plan to distribute your publication?

**Quantity** – How many do you need?

**Budget** – How much money do you have to spend?