

**TIMEFRAME REFERENCE**

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**PER JOB TYPE:**

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The timeframes below are based on the following steps included in each job.

Variance in duration is due to:

- complexity of project
- rounds of proofs
- complexity of production

**ADS**

**Pick-Up w/changes:** 3 to 5 Bus. Days

**New Design:** 5 to 10 Bus. Days

**BROCHURES & BOOKLETS**

**Exact Reprint:** 1 to 2 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 6 to 12 Bus. Days

**Pick-Up w/changes:** 5 to 10 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 10 to 20 Bus. Days

**New Design:** 10 to 20 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 15 to 30 Bus. Days

**INVITE PACKAGES**

**Pick-Up w/changes:** 5 to 10 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 15 to 20 Bus. Days

**New Design:** 10 to 15 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 15 to 25 Bus. Days

**NEWSLETTERS**

**Exact Reprint:** 1 to 2 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 6 to 12 Bus. Days

**Pick-Up w/changes:** 5 to 10 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 10 to 20 Bus. Days

**New Design:** 10 to 15 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 15 to 25 Bus. Days

**POSTCARDS**

**Exact Reprint:** 1 to 2 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 6 to 12 Bus. Days

**Pick-Up w/changes:** 3 to 5 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 8 to 15 Bus. Days

**New Design:** 5 to 10 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 10 to 20 Bus. Days

**SELF-MAILERS**

**Exact Reprint:** 1 to 2 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 6 to 12 Bus. Days

**Pick-Up w/changes:** 5 to 10 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 10 to 20 Bus. Days

**New Design:** 10 to 15 Bus. Days

**Production:** 5 to 10 Bus. Days

**COMPLETED:** 15 to 25 Bus. Days

**Variable data projects** require an additional 2 to 5 Business Days to the Print Turnaround.

**MUST HAVE DATA FILE TO START PRINT PRODUCTION.**

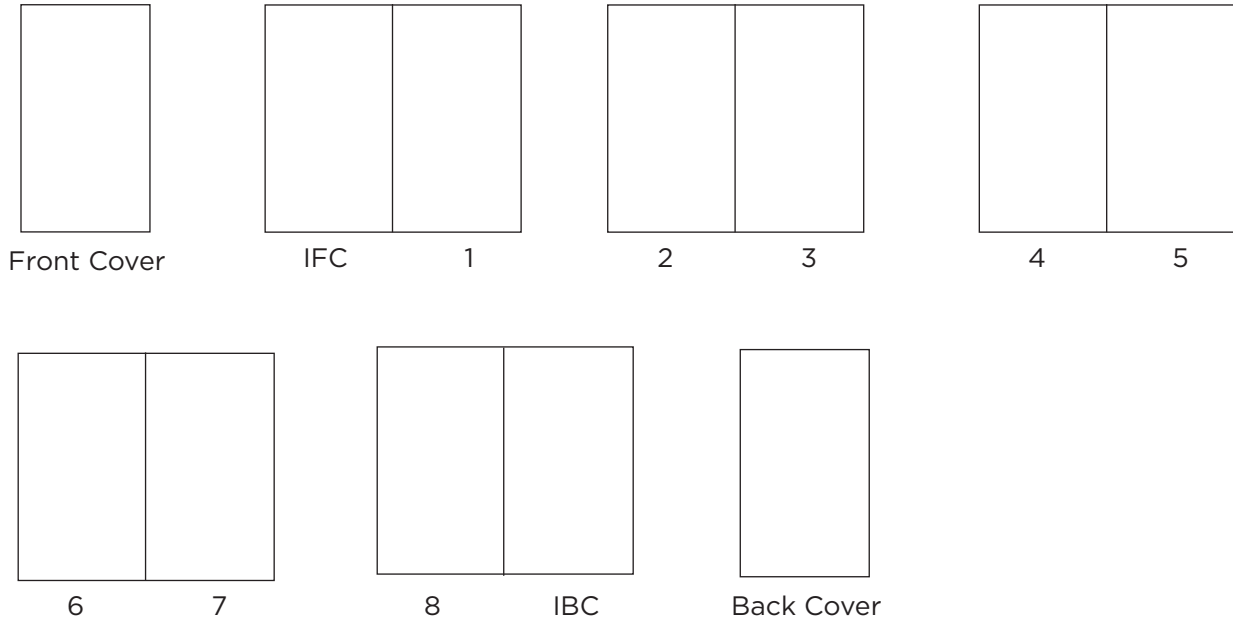
Mail processing requires an additional 2 to 5 Business Days, depending on quantity.

**IN-HOME DATES BASED ON LOCATION AND INDICIA.**

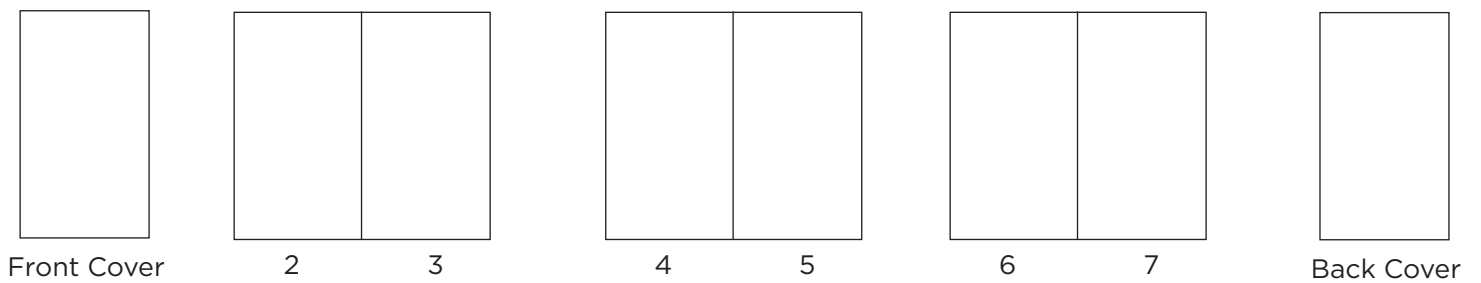
**BOOKLET PAGINATION**

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**8-page + Cover page map**



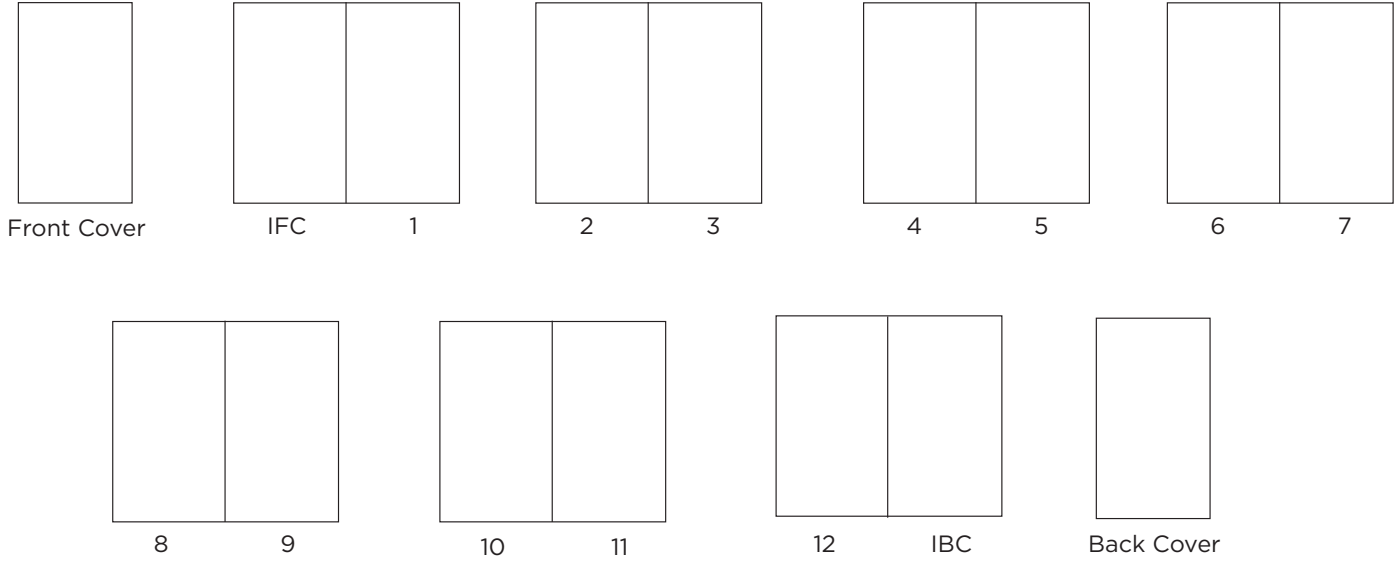
**8-page self-cover page map**



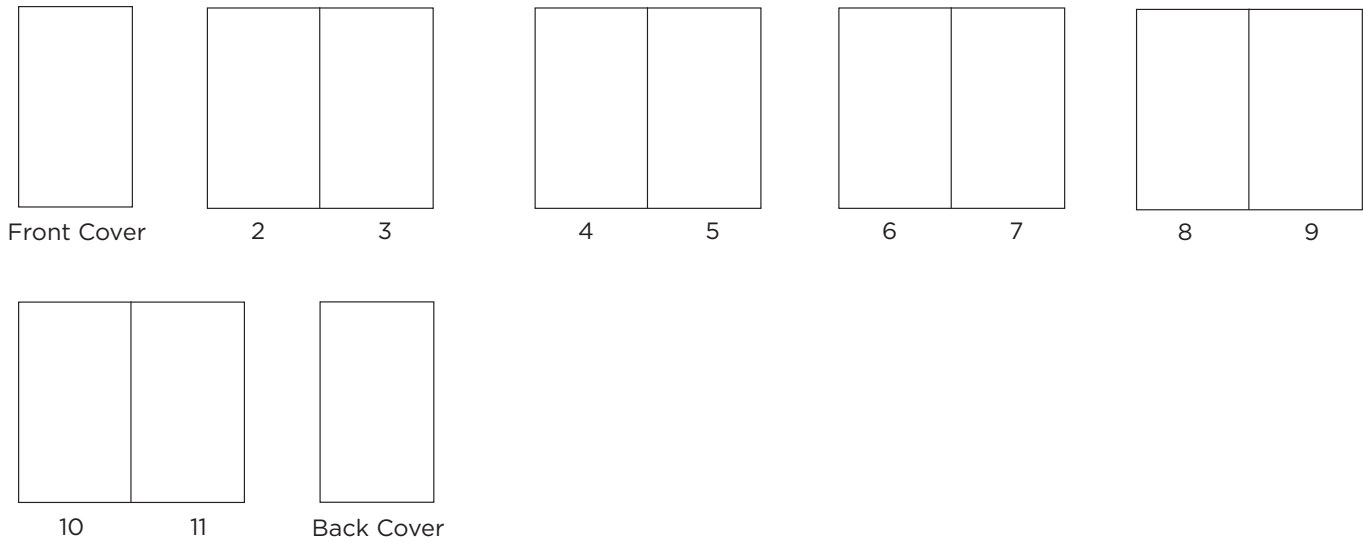
**BOOKLET PAGINATION** *(continued)*

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**12-page + Cover page map**



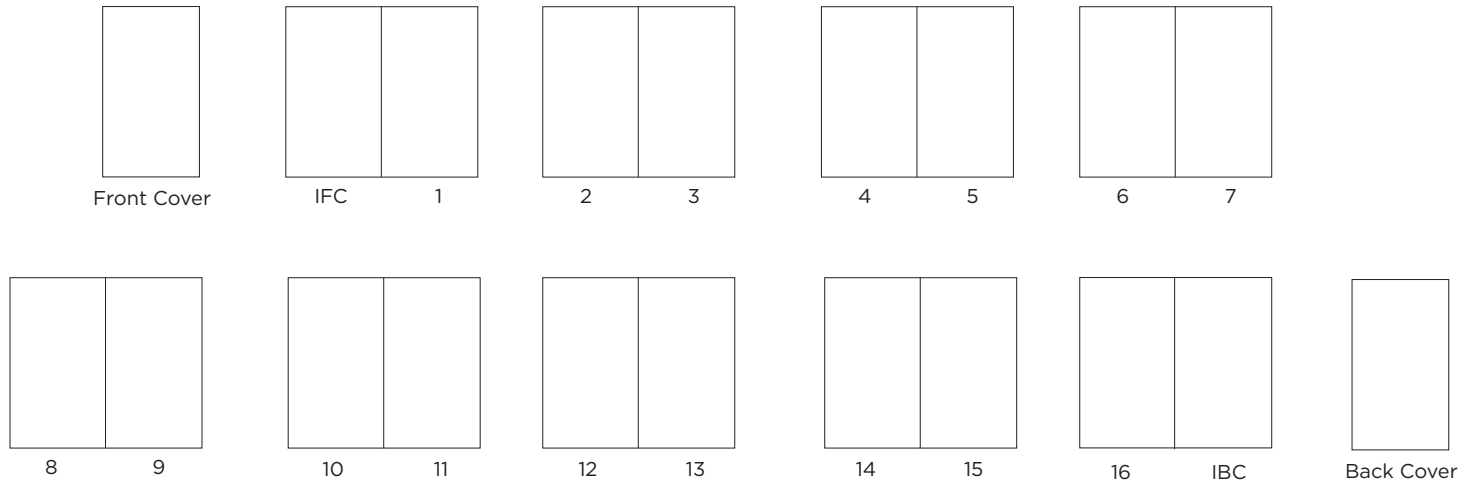
**12-page self-cover page map**



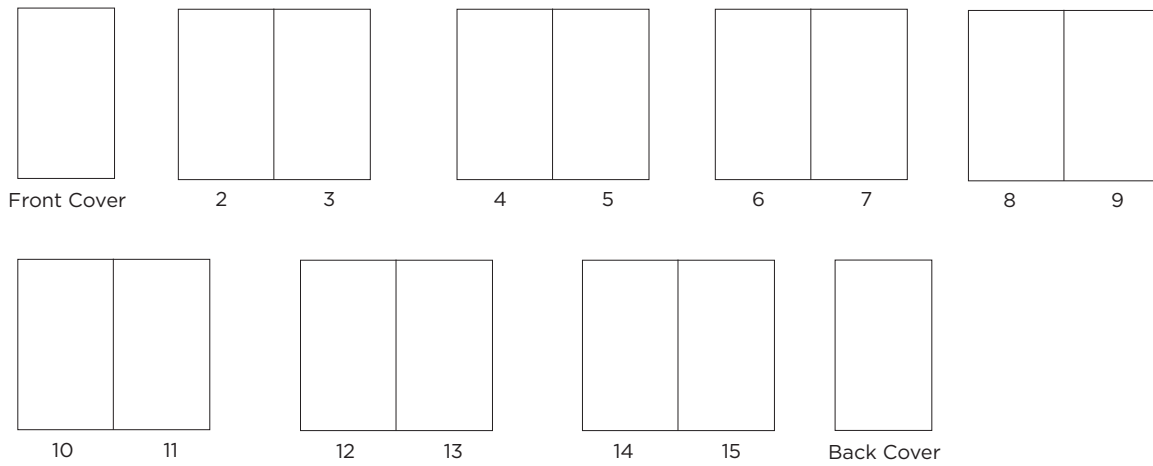
**BOOKLET PAGINATION** *(continued)*

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**16-page + Cover page map**



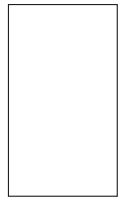
**16-page self-cover page map**



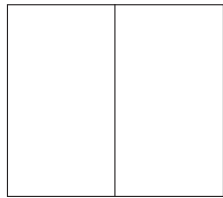
**BOOKLET PAGINATION** *(continued)*

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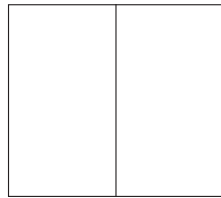
**28-page + Cover page map**



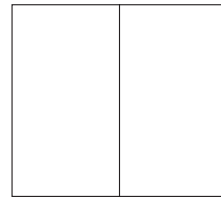
Front Cover



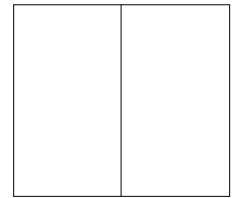
IFC 1



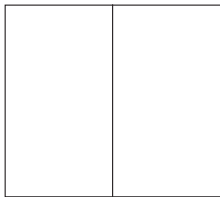
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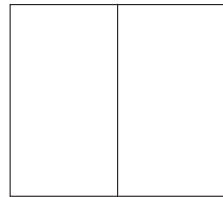
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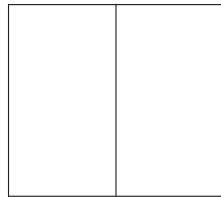
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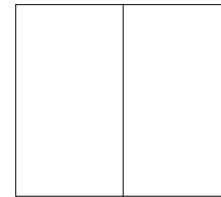
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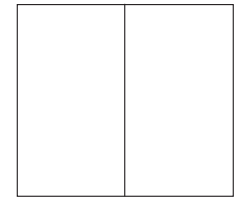
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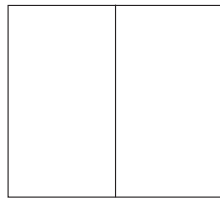
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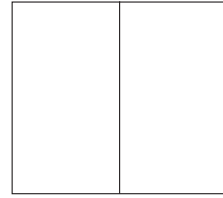
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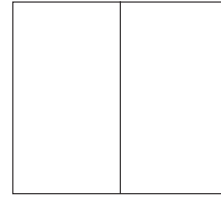
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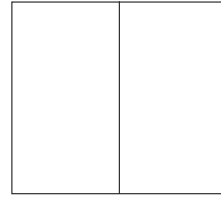
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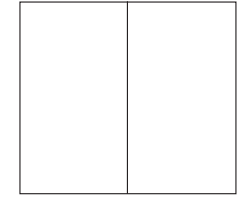
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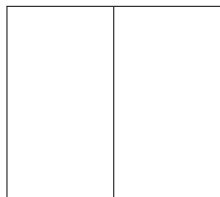
22 23



24 25



26 27



28 IBC

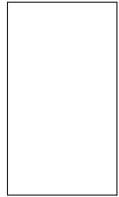


Back Cover

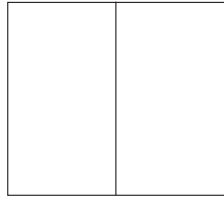
BOOKLET PAGINATION (*continued*)

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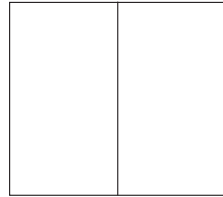
**32-page + Cover page map**



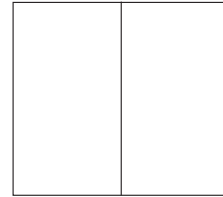
Front Cover



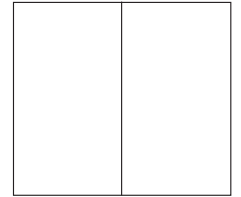
IFC 1



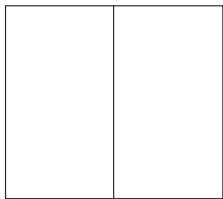
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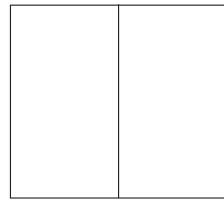
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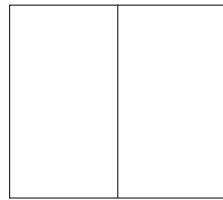
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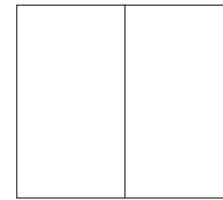
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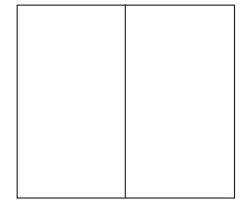
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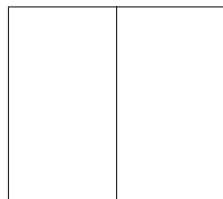
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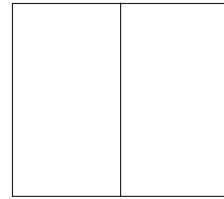
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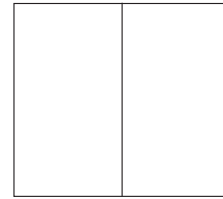
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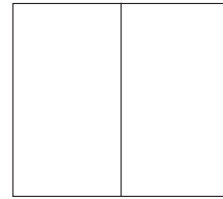
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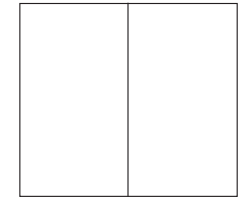
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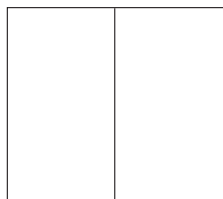
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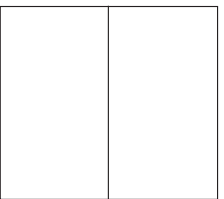
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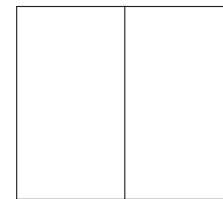
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32 IBC

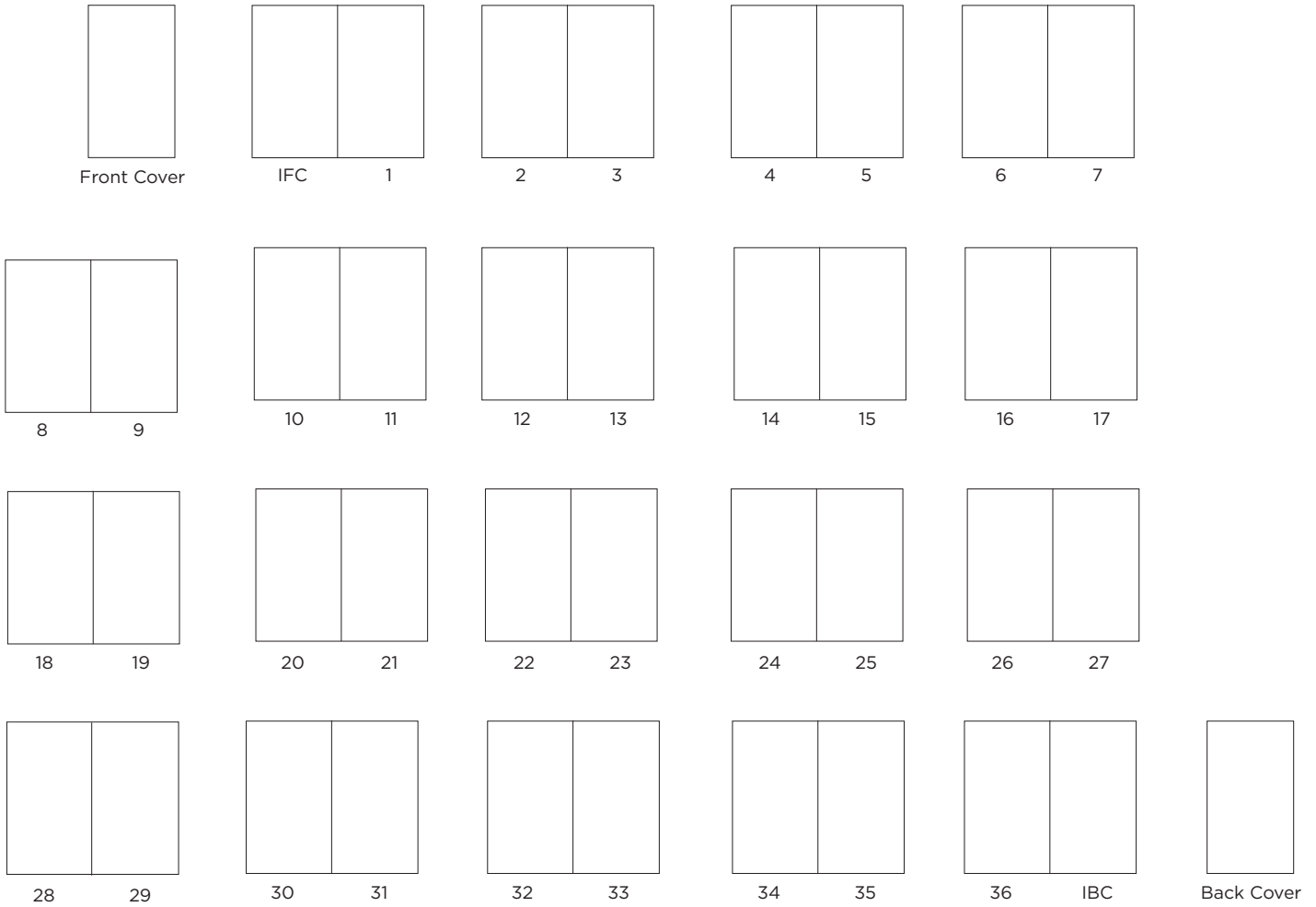


Back Cover

**BOOKLET PAGINATION** *(continued)*

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**36-page + Cover page map**



PROOFREADER'S MARKS

How to Mark Changes on Proofs

Instruction	Text Marked for Correction	Corrected Text
delete	Villanova <del> </del> students are	Villanova students are
delete and close up	Villan <del>o</del> va students are	Villanova students are
replace	Villanova <del> faculty</del> <sup>students</sup> are	Villanova students are
insert	Villanova <sup>students</sup> <del> </del> are	Villanova students are
insert and close up	Villanova <sup>s</sup> <del> </del> tudents are	Villanova students are
transpose	Villanova <del>are</del> (students)	Villanova students are
insert space	Villanova students <del>are</del> <sup>#</sup>	Villanova students are
close up extra space	Villanova students <del>are</del> <del> </del> <del> </del> <del> </del> <del> </del> <del> </del>	Villanova students are
run in/no new paragraph	VU Students work. They also play.	VU Students work. They also play.
new paragraph	Villanova Students work. <sup>¶</sup> They also play.	VU Students work. They also play.
line break (soft return)	The Oreo is <del>not</del> a cookie.	The Oreo is not a cookie.
instructions/query	The Oreo is really called "The <del>Rising</del> " <del>Awakening?</del>	The Oreo is really called "The Awakening."
let it stand (ignore marked changes)	The Oreo is <del>not</del> a cookie. <del>STG</del>	The Oreo is not a cookie.
spell out	There are <del>9</del> Villanova students. <del>SP</del>	There are nine Villanova students
abbreviate or use symbol or numeral	There are <del>fifteen</del> students <del>15</del>	There are 15 Villanova students
align	Villanova students work.    They also play.	Villanova students work. They also play.



PROOFREADER'S MARKS (continued)

Instruction	Text Marked for Correction	Corrected Text
move left	□ Villanova students are	Villanova students are
make italic	<u>Villanova</u> students are (ital)	<i>Villanova</i> students are
make bold	Villanova <u>students</u> are (bf)	Villanova <b>students</b> are
make roman	Villanova <u>students</u> are (rom)	Villanova students are
capitalize	<u>villanova</u> students are (cap)	Villanova students are
lower case	Villanova <u>students</u> are (lc)	Villanova students are
small caps	<u>Villanova Students</u> are (sc)	VILLANOVA STUDENTS are
insert period	Villanova students work.	Villanova students work.
insert comma	Villanova students, and	Villanova students, and
insert colon	Villanova students:	Villanova students:
insert apostrophe	Villanova's students	Villanova's students
insert semicolon	Villanova students work; however	Villanova students work; however
insert quotation marks	"Villanova students work."	"Villanova students work."
insert parenthesis	(Villanova students work.)	(Villanova students work.)
insert hyphen	Campus-wide statuary	Campus-wide statuary
insert en dash	From 2001-2004	From 2001–2004
insert em dash	Villanova students work when possible	Villanova students work—when possible