U.S. Fish & Wildlife Service

Getting the Printed Products You Need

This document is designed to help offices of the U.S. Fish & Wildlife Service requiring printing and publishing services. These services include layout, design, printing and distribution. The following information provides an overview of the processes for getting the product you need.

Introduction

Federal Agencies must obtain their printing services from the Government Printing Office (GPO). FWS offices coordinate their printing needs through their respective Regional Publishing Coordinator or the Headquarters Branch of Printing & Publishing. These offices will make sure that your publication has been approved through the Service's review process and that they comply with the Service's graphic standards.

U.S. Fish & Wildlife Service
Publications Approval
No final design or artwork will be
To: Chief, Office of Public Affairs
From:
Section A - Proposed Publication
1. Title
2. Category

Fillable form at www.fws.gov/r9pdm/forms/3-550.pdf

With the exception of internal documents and general site brochures for refuges and hatcheries, all Service publications must be cleared through the "Publications Approval Request" process, FWS Form 3-550, before design and printing can start. The request form ensures that your publication is approved by the appropriate offices within the Service. It also puts your project on the "radar screen" of your Publications Coordinator. You should allow three weeks for this process.

The Directorate of the Fish & Wildlife Service has adopted a "corporate" image for the Service which includes graphic standards. These standards provide a distinctive visual identity. The Service will use them in conjunction with its major outreach initiatives to increase public recognition for its programs and its more than 600 facilities. These standards apply to every printed product from internal newsletters to books for the general public. The only exceptions to this rule are a few multi-agency publications or products produced in conjunction with cooperating associations.

This brochure contains a “Publication Time Line” to help you understand the steps in the design and printing process and determine what steps you need to take when. The “What Does Your Publication Coordinator Need From You” section gives you the technical information you need so that you can provide materials in the format that will allow for the smooth transition of your work into a quality printed product—and for insuring your product gets distributed to the right audience on time. To help you get your job printed and distributed with as little frustration as possible, we’ve included a “Tips” section. By reviewing the “Publication Planning Checklist” before you contact your Publication Coordinator, your office will be ready for a successful publishing experience.

Note: The Service will place all publications in a “Portable Document Format” (PDF) in its World Wide Web Online Conservation Library.
If you are using copyrighted materials in your publication or product, make sure that you have permission to use them in both print and also posting to the World Wide Web in PDF format. Attach a copy of the written permission to all copyrighted materials.

Publication Time Line

This "ideal" time line is based on the date that the approved materials and acquisition request are received by your Publications Coordinator. The time line can be compressed, but keep in mind that cutting production time increases costs dramatically.

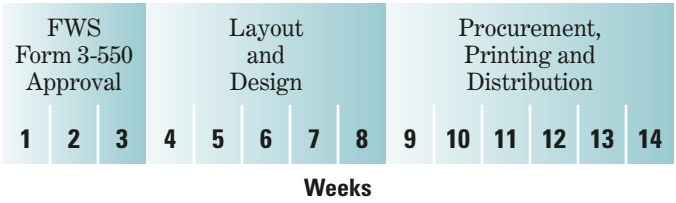
Remember: With the exception of internal documents and general site brochures for refuges and hatcheries, all Service publications must be cleared through the "Publications Approval Request" process, FWS Form 3-550, before design and printing can start. You should allow three weeks for this process.

■ The average time for layout and design, including review of the designs and any subsequent changes, is four to five weeks

■ The average time for GPO procurement, printing and distribution, including review of the proof documents, any subsequent changes, and any necessary press inspections, is five to six weeks

■ GPO charges a rate of 7 percent of the total procurement cost of your printing job plus $7.50 for their services. GPO will procure "RUSH" jobs for a surcharge of 15 percent of the total procurement cost plus $15.00.

Publication Time Line



To plan for delivery, you should work back from the date the publication is needed. For example, if you need your publication for an August 16 meeting, you will need to have all the materials to your Publications Coordinator by close of business on May 31. This allows for the full 11 weeks needed to design, print and distribute your publication. It also allows for unforeseeable problems, such as last-minute changes by the author, changes to proposed designs, or poor-quality printing.

Remember: Cutting production time increases your costs dramatically

What Does Your Publication Coordinator Need From You?

When your text is ready, you've selected the photographs and illustrations you're going to use, and you've got a completed Publications Approval Request form in hand, it's time to schedule a meeting with your Publications Coordinator. Here's what you'll need to have ready:

Text	*Preferred Formats:* MS Word, rich text file (.rtf), plain text (.txt) or camera ready copy (for copying jobs only). *Page Layout Formats:* PageMaker 6.5 or 7.0, InDesign CS and QuarkXPress 4.0 or higher.
Photographs	*Preferred Formats:* 35 mm slides, 4 x 5 transparencies, or high resolution TIFF (Tagged Image File Format) format scans on disk or Compact Disc (CD), 150 line screen for color scans and 133 line screen for black and white scans. If you are using copyrighted images, you must also provide written permission using FWS Form 3-2260 from the copyright holder allowing their use in both the printed and PDF versions of your publication.
Preferred Media	CD, DVD or Zip disks. You should also have a hard copy of the contents along with the disk. Mark the disk with its contents and format, for example, "Endangered Species Bulletin" InDesign CS (Mac).
Distribution List	*Preferred Formats:* MS Word, MS Excel, dBASE III or higher, or self-adhesive labels (all alike—no mix and match labels will be accepted). *Note:* Self adhesive labels are placed on the publications by hand. This is a time consuming and costly procedure. Save money and provide a disk!

Tips

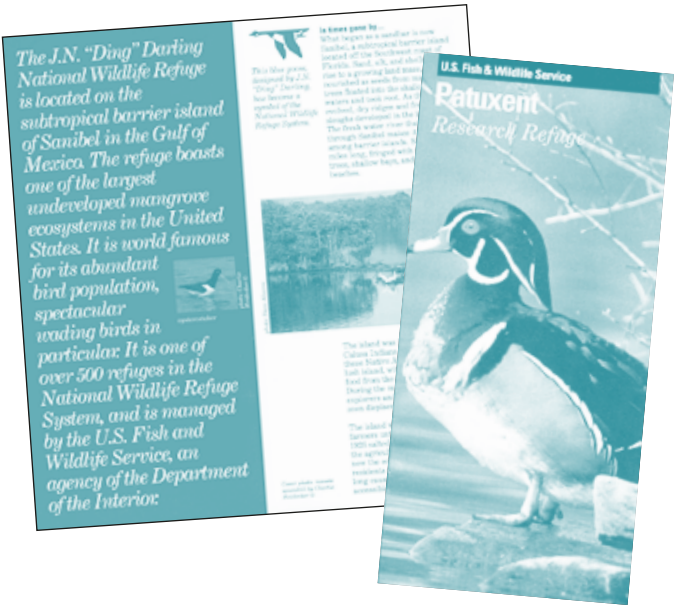
Keep in mind the following when preparing your publication:

■ Ensure that your publication has been approved through the 3-550 process.

■ Do as much of the typing as possible, including the tables if you can. Run spell check and proofread the document yourself. The graphic designer will flow your text into a template and drop in photos as designated. As a rule, designers are not editors. They assume you are providing clean text for them to work with. While they can type and make corrections to text, designer's charge in excess of $50.00 per hour for their services. Don't waste your program's money and the designer's time.

■ Convert tables from Excel and Lotus to a word processing format, such as Word, or WordPerfect.

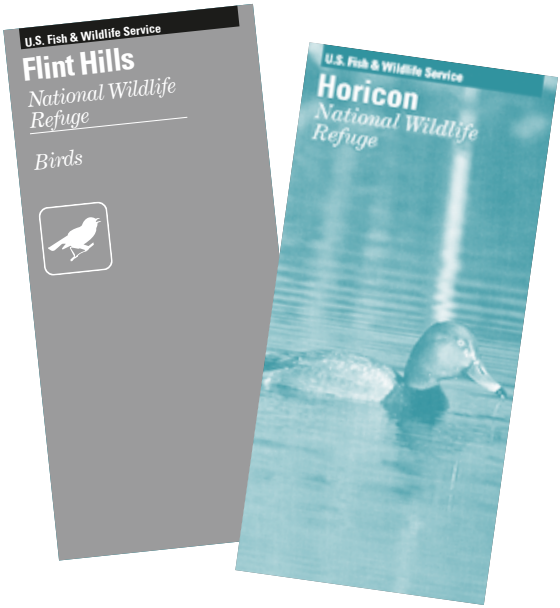
■ Pick out photographs and prepare captions before you meet with your Publications Coordinator.



■ If you must use copyrighted photographs, obtain written permission via FWS Form 3-2260 to use them in both the printed and PDF versions of your publication. This will allow you to add your publication to the Internet's World Wide Web. You must provide a copy of the written permission along with the copyrighted photographs.

■ Prepare a distribution list. MS Word or dBaseIII or higher are the preferred formats—If you are providing self adhesive labels, provide only like labels. Your Publications Coordinator will not accept mix and match labels. *Remember:* Self adhesive labels are placed on the publications by hand. This is a time consuming and costly procedure. Save money and provide a disk!

■ Contract carriers such as Federal Express, Airborne, DHL, and UPS, do not deliver to P.O. Boxes. A street address and telephone number are required by these carriers.



Publication Planning Checklist

"If you fail to plan—your plan will fail"

Yes	*No*	
☐	☐	Has the publication been approved via the 3-550 process?
☐	☐	Has the text been written, edited and approved?
☐	☐	Does the publication meet USFWS Design Standards?*
☐	☐	Have photographs and illustrations been selected?
☐	☐	Have you created captions and photo credits for your images?
☐	☐	If you are using copyrighted materials, do you have written permission for use in both print and web posting (PDF) formats? (3-2260)
☐	☐	Does your publication require layout and design?
☐	☐	Do you need to meet with a Graphic Designer to discuss specific requirements?
☐	☐	Do you know the number of copies you'll need?
☐	☐	Have you included "stock copies" for the USFWS Publication Unit (50 copies) and Conservation Library (10 copies) at NCTC in this number?
☐	☐	Have you prepared your distribution list?

**Only a limited number of multi agency publications and publications produced with cooperating associations do not have to use the Service Design Standards. Consult with your coordinator prior to getting started.*

Publication Coordinators

Region 1	Glenda Franich Division of Refuges/Epic 911 NE 11th Ave. Portland, OR 97232-4181 503/872 2705
Region 2	Art Needleman Division of Refuges 500 Gold Ave. SW, Albuquerque, NM 87103 505/248 6822
Region 3	Chuck Traxler Office of External Affairs 612/713 5313 Tom Kelley Division of Refuges 612/713 5435 1 Federal Dr. Fort Snelling, MN 55111
Region 4	Ellen Marcus Office of External Affairs 1875 Century Blvd. Atlanta, GA 30345 404/679 7179
Region 5	Kathy Whittemore Office of External Affairs 300 Westgate Center Dr. Hadley, MA 01035-9589 413/253 8355
Region 6	Melvie Uhland Refuges/Education & Visitor Svcs. 134 Union Blvd. Lakewood, CO 80228 303/236 4395
Region 7	Laura Whitehouse Office of External Affairs 1011 East Tudor Road Anchorage, AK 99503 907/786 3373
Washington DC/ Headquarters	Pete Maccini *or* Mark Newcastle Branch of Printing & Publishing 4401 N. Fairfax Dr., MS-EA 3119 Arlington, VA 22203 703/358 2196

U.S. Department of the Interior
U.S. Fish & Wildlife Service

http://www.fws.gov
http://sii.fws.gov/r9extaff/
printingandpublishing.htm

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