



## PRINT AND PROMOTIONAL ITEMS/PR & MARKETING PROCEDURES

**Print items include but are not limited to the following:** *Brochures, college catalogs, imprinted pocket folders, oversized imprinted envelopes, media guides, informational cards, postcards, rack cards, posters, pledge cards, commencement name cards, parking decals/hangtags or direct mail postcards, business cards, envelopes, letterhead, name badges*

### PROCEDURES FOR ORDERING BUSINESS CARDS, ENVELOPES, LETTERHEAD, CERTIFICATE HOLDERS, NAME BADGES:

1. Complete an online order at **StaplesAdvantage.com** (*Log-in information provided by Purchasing*)
2. Process a Gadsden State **requisition**
3. Upload to **Banner BDM** the Staples Advantage online order information

### PROCEDURES FOR ORDERING IMPRINTED ITEMS ASIDE FROM BUSINESS CARDS, ENVELOPES, LETTERHEAD, NAME BADGES:

1. Request a quote from any vendor listed on pages 2 & 3
  - a. After entering captcha data on the landing page, ***in the keywords field, enter printing***
  - b. Quote request email on page 4 (*Search the vendor website of choice and include all product details in the quote request.*)
  - c. Requestor may request design from the vendor of choice or GSCC's PR & Marketing Department; cost may apply
2. GSCC's PR & Marketing Department design: (*options to consider while in the ordering procedure*)
  - Refer to the official Brand Identity Guide for guidelines
  - Start a Project and choose *Branded Materials, Printed Materials* or *Graphic Design* if you need assistance with design from the PR & Marketing Department for the specialty print item
  - Submit a Public Relations Request for Services Form (RFS) [\[link\]](#) under Start a Project and choose *Logo Usage Approval* if you do not need assistance with design from the PR & Marketing Department for the specialty print item. Upload item for department approval.
3. Submit a PR & Marketing **Request for Services Form (RFS)** [\[link\]](#) for the appropriate assistance
4. After a quote has been received and finalized, process a Gadsden State requisition
5. PR & Marketing will contact Purchasing with the Request for Service form with approval or rejection
6. Upload to Banner BDM the vendor quote

### PROCEDURES FOR ORDERING PROMOTIONAL ITEMS SUCH AS T-SHIRTS, BANNERS, AND WRITING INSTRUMENTS:

1. Refer to the official Brand Identity Guide for guidelines
2. Request a quote from any vendor listed on pages 2 & 3
  - a. Quote request email on page 4 (*Search the vendor website of choice and include all product details in the quote request.*)

- b. Requestor may request design from the vendor of choice or GSCC's PR & Marketing Department; cost may apply
- c. GSCC's PR & Marketing Department design: *(options to consider while in the ordering procedure)*
  - Submit a PR & Marketing Request for Services Form (RFS) [\[link\]](#) and choose *Branded Materials, Printed Materials, or Logo Usage Approval* if you do not need assistance with design from the PR & Marketing Department for the specialty print item.
3. PR & Marketing will contact Purchasing with the Request for Service form with approval or rejection
4. After a quote has been received and finalized, process a Gadsden State requisition
5. Upload to Banner BDM the vendor quote

## **VENDOR PROOF APPROVAL:**

1. A PR & Marketing representative will send the approved logo or artwork to the requester if necessary
2. The vendor will send the requester the final proof for approval\*\*
3. It is the requester's responsibility to ensure that PR & Marketing reviews the digital proof before Purchasing sends the PO to the vendor
4. *Recommendation:* Do not make changes during the vendor proof process. GSCC cannot guarantee that the final file will go to production.

\*\*Please note that all vendors require 14 business days for production and delivery. Any expedited print items may have additional costs for rushed production and delivery.

## **DEPARTMENT RESPONSIBILITIES:**

- a. Refer to the official Brand Identity Guide for guidelines
- b. Requesting a quote from the vendor
- c. Submitting a Request for Services Form for *Branded Material, Print Materials, Logo Usage Approval, or Graphic Design*
- d. Include PR & Marketing with digital proof of the items
- e. Payment of the invoice and any follow-up communication with the vendor concerning the quote, costs, credits, or delivery date

## **PR & MARKETING DEPARTMENT RESPONSIBILITIES:**

- a. Design artwork for the department, if necessary
- b. Send the approved print-ready artwork to the vendor, if necessary
- c. Approve the digital proof or Request for Services with the department before Purchasing sends the PO to the vendor
- d. Help the requester send the FINAL proof approval for production/delivery, if necessary

## **STATE OF ALABAMA PREFERRED VENDORS FOR PROMOTIONAL ITEMS:**

*(Please note that representatives for the vendor may change.)*

**LOGOLAND MARKETING** - A02207506

**Contacts:** Briana Allen - 334-328-7698 - [briana@logolandmarketing.com](mailto:briana@logolandmarketing.com)

CUSTOMER SERVICE - [CSR@logolandmarketing.com](mailto:CSR@logolandmarketing.com) / Abby List - 334-782-2258

Linda Gleason - 334-850-7645 - [lgleason@logolandmarketing.com](mailto:lgleason@logolandmarketing.com)

**Website:** [www.logolandmarketing.com](http://www.logolandmarketing.com)

**NATIONAL BANK PRODUCTS (NBP) - A02353349**

**Contact:** Chad Anderson (478) 923-3161 - [chad@nationalbankproducts.com](mailto:chad@nationalbankproducts.com)

**Website:** [www.nbpsignature.com](http://www.nbpsignature.com)

**WELLS PRINTING & PROMOTIONAL COMPANY - A01350075**

**Contact:** Paige Pittman - 334.324.9481 / Email: [ppittman@wellsprinting.com](mailto:ppittman@wellsprinting.com)

**Website:** [wellsprinting.com](http://wellsprinting.com)

**STAPLES PROMOTIONAL - A01380519**

**Contacts:** Eva Moore - 712.737.0890 - [eva.moore@staples.com](mailto:eva.moore@staples.com) &

Nikki Promades [Nikki.Promades@Staples.com](mailto:Nikki.Promades@Staples.com)

**Website:** [www.staplespromo.com](http://www.staplespromo.com)

**GSCC BOOKSTORE – Barnes and Noble**

**Contact:** Jordan Lankford – [jlankford@bncollege.com](mailto:jlankford@bncollege.com)

**PRINTED SIGNS – YARD SIGNS, BANNERS, WALL VINYL:**

**SIMMONS SIGNS**

**Contact:** [mailto:customerservice@ssgsigns.com](mailto:mailto:customerservice@ssgsigns.com)

**Website:** [www.ssgsigns.com/](http://www.ssgsigns.com/)

**SIGNS SWIFT**

**Contact:** Paul Hale - [signprofessional@gmail.com](mailto:signprofessional@gmail.com)

**Website:** [signswift.com](http://signswift.com)

## QUOTE REQUEST EMAIL TEMPLATE

Here's a template to help you write a quote request email:

### Email Subject

[Gadsden State Community College Print Quote Request]

### Email Body

Dear [???/Vendor],

Hello, my name is [your name], and I'm the [your position title] for Gadsden State Community College [A01350075/Wells – A01350626/ Davis Direct – A00010193/ Walker 360 – A01380519/Staples]. I'm writing this email to request a price quote for the following:

### Promotional Item specifications:

[Vendor's name of product, example, Plastic Ballpoint Click Pen with Metallic Accent]

[Item #, example PEN012]

[Item color]

[Imprint; Full color, one-color, two-color]

[Quantity]

### Design request specifications:

[Request vendor design for the XXX item; example, Standard stretch Tablecloth, Retractable Vinyl Banner]

[Logo and content will be provided by requestor, please refer to attachments]

### Professionally Printed Item specifications (Items excluded from the Staples Advantage Portal)

[Finish Size]

[Paper, Paper finish]

[One-sided or Double-sided; Bleed (if applicable)]

[Full color or Spot color]

[Staple or Coil binding (if applicable)]

[Extra finishing info – UV Coating (if applicable)]

[Quantity]

[Direct Mail – Quote for a list or list will be provided]

### Standard Specifications

[Delivery deadline]

Since this is our first correspondence, I also have some questions:

[Question for the vendor]

Could you please deliver the [item] to [address where you want the supplies delivered]? If you could send an email response before [date you'd like a response by], I'd greatly appreciate it. You can also contact me through my office phone at [your phone number] if that's more convenient for you.

I look forward to your reply.

[Closing phrase],

[Your name]

## QUOTE REQUEST TABLE TEMPLATE



### VENDOR QUOTE REQUEST (SPECIALITY/PROFESSIONAL PRINT ITEMS)

Name	////////
Phone Number	////////
Email	////////
	(Brandy Hyatt available to answer questions – <a href="mailto:bhyatt@gadsdenstate.edu">mailto:bhyatt@gadsdenstate.edu</a> )
Vendor/A#	
Vendor Contact	
In-hand Due Date	////////
Delivery Address	////////
Item Name:	<b>EXAMPLE:</b> Full-color, 6' x 8' Mighty Banner Fabric <b>Item #</b> MIGHTY68G Full-color, 8' Standard Stretch Table Cover, Black <b>Item #</b> 202578
Finish Size	Sizes above
Paper	
Ink	////////
Finishing	
Additional Options	
Quantity	////////
Notes:	Final artwork will be provided to the vendor—digital proof required before production.
Department Info:	////////