TIMEFRAME REFERENCE

PER JOB TYPE:

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

8-page + Cover page map

Front Cover  IFC  1  2  3  4  5

6  7  8  IBC  Back Cover

8-page self-cover page map

Front Cover  2  3  4  5  6  7  Back Cover
BOOKLET PAGINATION (continued)

12-page + Cover page map

Front Cover  IFC  1  2  3  4  5  6  7
8  9  10  11  12  IBC  Back Cover

12-page self-cover page map

Front Cover  2  3  4  5  6  7  8  9
10  11  Back Cover
BOOKLET PAGINATION (continued)

16-page + Cover page map

Front Cover

IFC 1 2 3

4 5

6 7

8 9

10 11

12 13

14 15

16 IBC

Back Cover

16-page self-cover page map

Front Cover

2 3

4 5

6 7

8 9

10 11

12 13

14 15

Back Cover
### BOOKLET PAGINATION (continued)

<table>
<thead>
<tr>
<th>Front Cover</th>
<th>IFC</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
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</tr>
</tbody>
</table>

**28-page + Cover page map**

- Front Cover
- IFC
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28

**Back Cover**
BOOKLET PAGINATION (continued)

36-page + Cover page map

Front Cover
IFC 1
IFC 2
IFC 3
IFC 4
IFC 5
IFC 6
IFC 7
IFC 8
IFC 9
IFC 10
IFC 11
IFC 12
IFC 13
IFC 14
IFC 15
IFC 16
IFC 17
IFC 18
IFC 19
IFC 20
IFC 21
IFC 22
IFC 23
IFC 24
IFC 25
IFC 26
IFC 27
IFC 28
IFC 29
IFC 30
IFC 31
IFC 32
IFC 33
IFC 34
IFC 35
IFC 36
IBC Back Cover

Back Cover
## How to Mark Changes on Proofs

<table>
<thead>
<tr>
<th>Instruction</th>
<th>Text Marked for Correction</th>
<th>Corrected Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>delete</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>delete and close up</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>replace</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>insert</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>insert and close up</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>transpose</td>
<td>Villanova students (students)</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>insert space</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>close up extra space</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>run in/no new paragraph</td>
<td>VU Students work. They also play.</td>
<td>VU Students work. They also play.</td>
</tr>
<tr>
<td>new paragraph</td>
<td>Villanova Students work. They also play.</td>
<td>VU Students work. They also play.</td>
</tr>
<tr>
<td>line break (soft return)</td>
<td>The Oreo is not a cookie.</td>
<td>The Oreo is not a cookie.</td>
</tr>
<tr>
<td>instructions/query</td>
<td>The Oreo is really called “The Rising”</td>
<td>The Oreo is really called “The Awakening.”</td>
</tr>
<tr>
<td>let it stand (ignore marked changes)</td>
<td>The Oreo is not a cookie.</td>
<td>The Oreo is not a cookie.</td>
</tr>
<tr>
<td>spell out</td>
<td>There are nine Villanova students</td>
<td>There are nine Villanova students</td>
</tr>
<tr>
<td>abbreviate or use symbol or numeral</td>
<td>There are fifteen students</td>
<td>There are 15 Villanova students</td>
</tr>
<tr>
<td>align</td>
<td>Villanova students work. They also play.</td>
<td>Villanova students work. They also play.</td>
</tr>
<tr>
<td>Instruction</td>
<td>Text Marked for Correction</td>
<td>Corrected Text</td>
</tr>
<tr>
<td>-----------------------</td>
<td>----------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>move left</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>make italic</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>make bold</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>make roman</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>capitalize</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>lower case</td>
<td>Villanova students are</td>
<td>Villanova students are</td>
</tr>
<tr>
<td>small caps</td>
<td>Villanova Students are</td>
<td>VILLANOVA STUDENTS are</td>
</tr>
<tr>
<td>insert period</td>
<td>Villanova students work</td>
<td>Villanova students work</td>
</tr>
<tr>
<td>insert comma</td>
<td>Villanova students and</td>
<td>Villanova students, and</td>
</tr>
<tr>
<td>insert colon</td>
<td>Villanova students</td>
<td>Villanova students:</td>
</tr>
<tr>
<td>insert apostrophe</td>
<td>Villanova’s students</td>
<td>Villanova’s students</td>
</tr>
<tr>
<td>insert semicolon</td>
<td>Villanova students work; however</td>
<td>Villanova students work; however</td>
</tr>
<tr>
<td>insert quotation marks</td>
<td>Villanova students work.</td>
<td>“Villanova students work.”</td>
</tr>
<tr>
<td>insert parenthesis</td>
<td>Villanova students work.</td>
<td>(Villanova students work.)</td>
</tr>
<tr>
<td>insert hyphen</td>
<td>Campus-wide statuary</td>
<td>Campus-wide statuary</td>
</tr>
<tr>
<td>insert em dash</td>
<td>Villanova students work—when possible</td>
<td>Villanova students work—when possible</td>
</tr>
</tbody>
</table>