

Instructions for
Producing Your Guide
and Web Site






UNIVERSITY PARENT & FAMILY GUIDE important numbers, resources, events
UNIVERSITY PARENT & FAMILY GUIDE resources, tips, advice
UNIVERSITY PARENT & FAMILY GUIDE lodging, dining, shopping, attractions

The guide to your Guide.

Thank you for partnering with us to create the Parent Guide for your college or university!

With your help we look forward to producing the most relevant, informative guide on campus.

To achieve this, we have created a 5-step process for creating and organizing the content in your Parent Guide.

-  **Sign and send us your Partnership Letter and Agreement**
Date due: _____
-  **Send us your artwork (photography, logos, etc.)**
Date due: _____
-  **Send us your editorial content (articles, events calendar, etc.)**
Date due: _____
-  **Request revisions and approve the Guide**
Receive first draft from us: _____
Send us revisions by 3rd business day: _____
-  **Receive and distribute the Guide on your campus!**
Date: _____

Detailed descriptions for each step are listed on the following pages. We hope you find this to be a quick, helpful reference tool throughout the production process! If you have any questions along the way, please call production coordinator Grace Cassara at 866-721-1357.



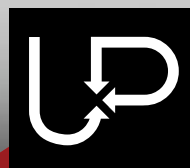
Date due: _____



Sign and return Partnership Letter: This letter provides local merchants with information about the Guide and invites local businesses to participate with paid advertisements. Prior to publication, your institution will be asked to approve all advertisements and content. **Please provide your signed Partnership Letter on school letterhead.**



Sign and return Partnership Agreement: This document describes your institution's affiliation with University Parent Media (UPM).



Date due: _____



Submit artwork for the Guide.

- Cover photo (please label) and a minimum of 15-20 other photos
- Official Logo (300ppi, high-resolution for print)
- Campus Map (300ppi, high-resolution for print)
- Community Map (optional)
- Institution's colors represented in CMYK values
- If necessary, photo of university representative writing Welcome Letter and digital signature

All photos and graphics should be 300 ppi, high-resolution files (jpeg, pdf, eps, tiff)

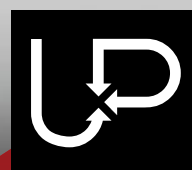
Submit all files using <http://dropbox.universityparent.com>

(for complete instructions click link above or see PDF on back page).

Time saving tip: Once you have collected all of your photo content, it is a good idea to compress all of the photos into one zipped folder, this way you only have to upload once to the dropbox

Helpful Tips:

- If possible, coordinate photos to go with article topics, label the photo with the name of the story that you would like it to go with.
- Select photos that represent diversity of students and campus life: Extra-curricular activities, students in classroom/labs, parents, landmark buildings, athletics, surrounding city/community
- Your communications and/or media department can be invaluable for creating and gathering photos and graphic elements
- If we have previously published a Guide for your school, we prefer you submit as many new photos as possible to keep the Guide updated



Date due: _____



Submit editorial content for the Guide

There are three sections to each Guide in this order Campus, City and Resources. Suggested article topics for each section include (but are not limited to):

Campus Guide

- Welcome letter
- About the University
- Academic advising
- Frequently asked questions
- Student health information
- Pointers for parents
- Parent Association info
- Highlighted school events (Family Weekend)
- Campus tours
- Bursar information
- Special programs (study abroad, internships)
- Career services
- Housing options
- Helpful parenting articles such as:
“How to Make the Transition”
“How to Help Pick a Major”

Resources

- Campus map
- Helpful web sites
- Academic calendar
- Helpful phone numbers
- List of student support services

City Guide

*** NOTE * This content is provided by UPM**

- Introduction to the city
- Community events calendar
- Attractions throughout the area
- Community map(s)

TIP: Often a school’s Web site can be an excellent resource for additional content. Content should total 5,000 words which makes up our complimentary 32 page guide. If you prefer articles in a certain order, please submit a table of contents while keeping in mind that our template starts with the Campus Guide, then City Guide and lastly the Resources section. Articles should be combined into one document that is in Word format (this will help you determine your word count easily).

PLEASE NOTE: All content needs to be submitted from one main contact. In an effort to keep track of content, please compile all articles on a single word processing document. Content should be sent in its final (i.e. edited) version. Please have colleagues proofread to ensure clarity and accuracy before sending.



Make one round of revisions before approving the Guide

Our design team spends a week compiling the content and advertisements. At the end of the week, we will e-mail a first draft of the guide (in PDF format) for your examination.

On the following third business day, we ask that you compile and send your revisions to us on one spreadsheet (which we provide). We immediately make the corrections and e-mail a new draft of the guide for your final approval.

PLEASE NOTE: We offer ONE ROUND OF EDITS after the Guide is compiled. After that point, charges incurred for any revisions to school-generated content will be billed at UPM's hourly rate of \$100 per hour (minimum charge: 1 hour).

We try to make the revision process as simple as possible. To achieve this, we ask that the chief editor of the Guide be accessible (by e-mail or phone) during the entire week. Please examine the dates below and let us know if there will be any conflicts in schedule (vacation, etc.).

We send you 1st draft on: _____

You send 1st draft revisions back to us on:
_____ (this is your only opportunity to request changes)

We send you a revised draft on:

You send us final approval of the Guide on:

Guides arrive on campus: _____



Receive and distribute the Guide on your campus!

When your Guide is completed, it is shipped directly from our printer to your institution for distribution. We will provide a tracking number upon shipment.

Here are suggested outlets for distribution:

Orientation

- Student, Parent sessions
- Campus tours
- Visitor desk

Parent and Alumni Programs

- Parent, Homecoming Weekends
- Direct mailings
- Parent Fund
- Fundraising events

Admissions

- New student acceptance packs
- High school fairs / guidance counselors

On campus

- Student union
- Residence hall student move-in
- Greek recruitment events, family weekends

IN ADDITION

As part of your partnership, UPM will launch the online companion version of your Guide at the time of distribution. The link is a great asset to your institution's parent Web site by providing accurate, practical visitor information and creating a forum for parents to communicate.

Signature: _____ Date: _____



1. Go to the UPM online drop-box at:

<http://dropbox.universityparent.com>

(click link above or type the address in your Internet browser)

*** Time Saving Tip: Compressing all of your files to one “zipped” file allows you to upload only one time, as opposed to uploading each photo individually***

2. Fill out the form including:

- Your Email: your email address
- Subject: company name and associated university
- Enter Message: any questions or additional instructions
- Select a File: browse to the file you wish to upload
- Send It: Click the green Send It button

The screenshot shows the 'Send a File to Dropbox' form on the University Parent Media website. The header features a banner with 'UNIVERSITY PARENT MEDIA' and 'SUPPORT LOGIN' buttons. The form itself is titled 'Send a File to Dropbox' and contains the following elements:

- A welcome message: "Welcome to University Parent Media (UPM). You can send files directly to UPM through this page. Questions? Please email us at production@universityparent.com. Thank you!"
- A required field for email: "* Your Email:" with a text input box and a "Remember my email address" checkbox.
- An optional field for subject: "Subject (optional):" with a text input box.
- A text area for the message: "Enter Message:".
- A required field for file selection: "* Select a file: (Max Size 2 GB)" with a file input box and a "Browse..." button.
- An "Add another file" link.
- A green "SEND IT" button.
- Terms and conditions: "Items marked with an asterisk (*) are required. By clicking on the 'Send It' button, you agree to [Terms of Service](#)."

On the right side of the form, there is a small box with the text: "CLICK HERE to sign up for Free YouSendIt account" with a right-pointing arrow.

