

## CHECKLIST

### MANUSCRIPT:

- two inch margin on at least one side
- hard returns only at the end of a paragraph
- copy all upper and lower case
- one space between sentences
- send to design@newpaltz.edu
- one line space between paragraphs
- tabs set on ruler (not the space bar or multiple default tab keystrokes)
- messages/directions for the designer in square brackets on the line above the text it refers to
- first line indent rather than tabs to indent paragraphs
- file name at top of manuscript

### outside front cover:

- name of university/logo
- title
- issue (newsletters/magazines)
- sponsorship

### outside back cover/envelope:

- account number (for postage recharge on first class mail)
- return address
- standard (bulk) mail indicia\*
- standard (bulk) mail mailer endorsement
  - change service requested (mailpiece disposed of)\*
  - address service requested (mailpiece forwarded or returned)\*
- reply address

\* contact the Mail Room or Administrative Services if you're unsure of whether or not to use this

### text:

- who/what/where/when/how
- credits
- contact information
- captions for images/charts
- affirmative action statement
- equal employment opportunity statement
- ADA information
- privacy act information
- issue date (mo/yr)

### ATTACHMENTS:

- line art
- photos
- charts
- logo(s)
- graphs

### DISK:

- labeled (department name and contact person)
- include only the files to be used

### E-MAIL:

- use project name in the subject line
- attach all files
- send to design@newpaltz.edu