



INTERPRETIVE PLANNING & DESIGN - TOOL #8

Print Production

This tool addresses the requirements for printing materials for public distribution, including reprints of existing publications.

APPROVAL PROCESS

All publications must go through an approval process before they can be produced (FSM 1630.4). While the specifics of the approval process may vary among units, in general, the following steps should be followed:

1. Complete a *Publication Proposal* via FS-1600-6. If color is desired (anything more than black and one other color), you'll need to provide a justification on this form. The proposal must be approved by the appropriate line/staff officer on your unit.
2. Submit the form to your Regional Printing Specialist (the position may be referred to as the Publications Control Officer).
3. The FS -1600-6 will then be forwarded to the WO for approval **ONLY IF**
 - a. Color is requested, *or*
 - b. More than 500,000 copies will be printed, *or*
 - c. The publication will have national distribution.
4. Once the publication is approved, a publication number will be assigned by the Regional Printing Specialist. This number should appear on the publication, usually in the bottom left corner of the back cover.

COLOR

Color may only be used for:

1. Maps, technical diagrams, charts or graphs that require color for clarity and impact in situations where hues of black-and-white would not be accurate.
2. Objects like flora or fauna that require color in the illustration or photograph for species identification.
3. Informational materials that promote safety, recruitment, the fire program or another public education program.
4. Situations when the response to the product will clearly be increased or sustained with the use of color.

NONDISCRIMINATION STATEMENT

Departmental Regulation 4300-3 and FSM 1630.3 require that a nondiscrimination or equal employment opportunity (EEO) statement be included in publications.



USDA's nondiscrimination statement (updated May 2007):

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

For posters, flyers, or other cases where the material is too small to permit the full statement to be included, the material will at minimum include the statement (in print size no smaller than the body text) that "The USDA is an equal opportunity provider and employer."

PRODUCTION

All printing or copying done via appropriated funds must be purchased through the Government Printing Office (GPO).

GPO Process

GPO has various regional offices and it is best if you use the one closest to your location. (Your Regional Printing Specialist can help you determine the appropriate office.)

The process:

1. Contact GPO as soon as you know the specifications of your print job to request an initial cost estimate for planning purposes.
2. Once your publication is ready for print, complete form GPO-952. This form describes the software used in the creation of the publication and other disk information.
3. Complete an SF-1 which describes the type of paper, ink, binding, and other print specifications.
4. Depending on your Region, complete either a Small Purchase Request or AD-700 (check with your purchasing agent).
5. Send the files, GPO-952, and SF-1 to GPO. Concurrently, your Purchasing Agent will provide GPO with the appropriate purchasing requirements.



GPOEXPRESS Process

GPOExpress is a nationwide convenience printing contract that allows federal employees to purchase directly from a local vendor, usually FedEx Office or Kinkos. Some smaller towns have arrangements with other local vendors for short turn-around projects; however, these vendors must still be approved through GPO.

Most types of printing and binding are permitted (including color). However, the total cost must stay under the micropurchase limit (\$2,500).

The process:

1. Contact the vendor that you wish to use and obtain a cost estimate for your print job along with instructions on how to transfer your files to them (most locations ask that you upload your file to a designated file transfer location).
2. Depending on your Region, complete either a Small Purchase Request or AD-700 (check with your Purchasing Agent).
3. Transfer your files to the vendor (electronically or via DVD). Concurrently, your Purchasing Agent will contact the vendor to make payment via credit card.

For more information on GPOExpress, visit: <http://www.gpo.gov/customers/express.htm>

For a current price list, go to: http://www.gpo.gov/pdfs/customers/GPO_Express_Pricelist.pdf

COST EXAMPLES

The cost for printing a publication can vary dramatically due to fluctuating costs for ink and paper, the quantity being produced, the time available for production, the type of paper used, and other local or current economic factors. The costs shown below are **examples** of publications that were printed in 2010 and should **NOT** be used as a basis for future cost estimates.

Description	Quantity	Cost Per Piece
1-page tri-fold full-color brochure, 8.5" x 11" paper size	500	\$0.60 each
16-page, saddle-stitched full-color visitor guide, folded size 11" x 17" (8 pieces of 22" x 17" paper size)	175,000	\$0.23 each
1-page 2-fold full-color brochure, 8.5" x 16" paper size	200,000	\$0.13 each
4-page, saddle-stitched black and white booklet, folded size 8.5" x 5.5" (2 pieces of 8.5" x 11" paper size)	5,000	\$0.15 each

POLICY AND REFERENCES

- FSM 1630 – Publications and Related Activities (2002)
- FSH 1609.11 – Publications Management Handbook (2007)
- USDA Visual Information Standards, Print, Exhibit, and Presentation Media (2004): http://www.usda.gov/documents/Visual_Standard_04.pdf
- Use the GPO Style Guide to ensure professionalism, consistency, and proper grammar and punctuation: <http://www.gpoaccess.gov/stylemanual/browse.html>
- Region 8 Printing Tips: <http://fswweb.r8.fs.fed.us/rf/pao/services/services.printing.tips.php>