

BYZANTIUM

Editors' Manual 2016-2017



Table of Contents

(Click on the headings and then their links to be directed to their respective pages)

[-Congratulations](#)

[-Top Tips](#)

[-Art Director Advice](#)

[-Timeline](#)

[-The Contest](#)

[-Publicity](#)

[-Events](#)

[-Loverspeak](#)

[-The Unveiling](#)

[-Fundraising](#)

[-Advertising to Local Businesses](#)

[-Donations](#)

[-Design & Printing](#)

[-Important Contacts](#)

Congratulations

Congratulations, editors! You have been selected for one of the most demanding and rewarding senior projects that the English Department has to offer. This year is going to be a thrilling whirlwind filled with ups and downs and many learning experiences that you will be able to take with you post-graduation. You will be left with the satisfaction of a job well done and a book of amazing original works from your peers that you and many others will have the honor to read.

Take pride in the fact that you were chosen for this highly competitive senior project and go forward with the confidence that your years of hard work at Cal Poly have qualified you to take on this amazing project.

We are last year's editors, Marley McCaughey and Stephanie Narlesky, and we are one of the many resources for you to take advantage of if you have any questions during the process. Feel free to reach out! You are not in this alone. :)

Good luck and get ready to immerse yourself in the coolest project of your college career!

Top Tips

The creation of *Byzantium* is a year-long project that is very time consuming (especially during Winter Quarter), but with careful planning, a good work ethic, and the support of your faculty advisor, it is completely manageable. Here are some useful tips that will assist you in keeping on track:

- Make sure to read this manual, cover to cover, as soon as you can after you receive it. The manual will be your main resource, covering all of the most important aspects that go into producing *Byzantium*.
- Plan your schedule around that fact that Winter Quarter will be busiest part of the process, and try to take less units this quarter if possible.
- Get to know your Art Director as soon as you find out who they are. Forming a strong working relationship with them is necessary for producing a quality *Byzantium* that everyone is proud of. Also, make sure your Art Director CC's you on every email they send in regards to *Byzantium*, as you all need to be on the same page at all times.
- Book the space for Loverspeak in Fall Quarter. You will need a large on-campus venue that can fit about 150 people. We used a lecture hall in Baker Science, and these fill up quickly! The English Department secretaries will help you book the space, so contact them with a list of potential dates and times.
- Familiarize yourselves with all the media that *Byzantium* has: a website, an email alias, and a Facebook page. Contact Marley (marleymac94@gmail.com) so that she can make you the new admins of the Facebook page.
- Go out and introduce yourselves to all the people on our "Important Contacts" list early. You will already have met your Faculty Advisor, who will be an indispensable help, but the English Department staff will be equally important in your success.
- Susan Bratcher, your account manager in the English Department, will be extremely helpful this year. Any financial questions that you have, such as "How do we invoice businesses?" and "How do we check the amount of money *Byzantium* has in the account?", can be answered by her! She is truly a blessing to work with.
- Procrastination can be the downfall of you both, so get out there and fundraise early, publicize early, get dates out as quickly as you can, and contact the authors as soon as possible. There always seems to be an extra hidden step in completing tasks for *Byzantium* (we encountered a great many), so do everything ahead of time so you can easily handle any unexpected hurdles.
- Don't be afraid to ask for help! Your Faculty Advisor will be there with you every step of the way, and remember that they have done this before, so if you have a question they can most likely answer it.

- The entire English Department will be your allies this year, from the creative writing professors, to the English Department Executive Committee, to the English Club and other associations within the department. If you reach out to them, they will be more than happy to help you promote *Byzantium*!
- Make sure to have plenty of “full team” meetings. This means having editors, your Faculty Advisor, and your Art Director all be in attendance. These will help you all to work better together and to ensure that you are all always on the same page.
- Deadlines! It’s very helpful to make concrete deadlines for yourselves; they will keep you on track and deter you from falling behind in your schedule.
- When you do this year’s IRA, the form that gets *Byzantium* educational funding from the school, make sure that you edit it completely. If there are too many errors it may not be accepted. Also, don’t wait until the last minute to try and get the signatures you need for it, because the English department faculty are all very busy people!
- Make sure that the rules of the Alfred Landwehr Creative Writing Contest are clearly defined on the website, the Facebook page, the flyers that you disperse and any departmental emails that you send out! The editors before us had an issue with people submitting their work without pseudonyms; this caused a lot of extra work for the English Department secretaries.
- Create a folder for all things *Byzantium* on your computer and in your email. It will really help you stay organized throughout the year and will also be useful when you are writing your own version of this manual.
- Lynne Landwehr, Al's wife, proofreads the final version of *Byzantium* before you send it out to the publisher to be printed. Because the contest is named after her husband, she feels intimately connected to the journal. Lynne's email address is: **lelandwehr@yahoo.com**
- Last, but certainly not least, don’t forget to thank everyone who helps you throughout this process—in person and in the pages of *Byzantium*!

Art Director Advice

Hello! I hope you are as excited as I was when I began planning and designing for *Byzantium*. This project will be challenging and will test you beyond the computer screen, but in the end, it is well worth the time and effort.

The biggest key to having a less stressful and anxious time when doing this project is to have communication with the editors, the printing press, and your advisor, Mary LaPorte. Email is the best way to communicate because that way you have a paper trail and can refer back to old emails if needed. Make sure to always cc Mary in your emails as well.

Planning is also important. Set a deadline for each step in the design process (design for cover, typeface selection, inside layout, graphic elements, etc.). This will help you stay on top of things. Sometimes life (and this project!) doesn't always work out the way you plan it to, but that's okay. Just be prepared for some bumps and delays along the way by giving yourself some extra time in case problems arise. Update everyone you are working with during each step of the process.

Overall, this project will be one of the most demanding and rewarding experiences in your college career. Look forward to having a great finished product to include in your portfolio!

Have fun! I wish you luck.

Sincerely,
Lena Choi
lenamchoi@gmail.com

Timeline

Fall Quarter:

- **Connections:** Establish a strong working relationship with your Faculty Advisor and Art Director. They will be your main allies throughout this project!
- **Art Director:** Get together with your Art Director as soon as possible and get brainstorming on your vision for *Byzantium* this year. The journal's appearance is always inspired by W.B. Yeats's iconic poem, "Sailing to Byzantium," which is included in the publication each year. Editors often go with a nautical theme, but we chose to focus on Byzantine architecture, find the portion of the poem that inspires you and work to bring it to life with your Art Director.
- **Budget:** Once you have an artistic direction in mind, peruse McNaughton and Gunn's website, check out how expensive the cover that you're envisioning will actually be to produce. Also, keep in mind that you will need funds for Loverspeak (raffle prizes, refreshments), the Unveiling (venue, refreshments), and prize money for all of the winning authors (\$450)! Taking of all these elements into account, decide how intense your fundraising will have to be to finance your edition of *Byzantium*, and all it entails.
- **Fundraising:** Fall Quarter is the designated time for the bulk of your fundraising. Get your Art Director to create a *Byzantium* letterhead for you, one that you can use in a letter writing campaign or on an ad space handout as we did. Reach out to all of the known donors to *Byzantium*: the CLA Dean's office, the English Department Executive Council, etc. Decide if you would like to do a letter writing campaign and get that into motion. Create an advertisement for Ad Space (we've included ours in the manual for you as an example) and go speak to all the businesses downtown (Kreuzberg, Blade Runner, etc.) and on campus (Library, El Corral Bookstore, Food Services, etc.) You can also do a restaurant fundraiser, or two, this quarter!
- **Scheduling:** Your year as *Byzantium* editors will go far more smoothly if you create a calendar of tentative dates for all the major steps of the project in Fall Quarter. This will really help you focus in on those big goals that seem very far off: Loverspeak, getting the manuscripts off to the publisher, etc.

Winter Quarter:

- **More fundraising:** Check with Susan to see where you are with the budget and fundraise more if needed.
- **Loverspeak:** Start planning for Loverspeak and reaching out school-wide for readers to participate. Loverspeak should be held right around Valentine's Day.

- **Creative Writing Contest:** You'll need allow time to have your faculty advisor find judges, organize the entries, set up a time to meet with the judges, ask your Art Director to create a flyer for the contest, and distribute them throughout the school.
- **Scheduling:** Set up a time for when you want to receive the books by. It takes about 28 business days for *Byzantium's* arrival. McNaughton and Gunn (if you choose to use them) will send you a proof beforehand so that you can make any changes. If you choose to make edits, this will extend the time needed to print even further. You'll want to create a hard deadline for yourself so that you schedule the Unveiling for a time when you will have the books printed and back in your hands for distribution.
- **Meetings:** Continue to have team meetings with your Faculty Advisor and Art Director. This will keep everyone accountable for their responsibilities as well as on the same page with each other.
- **Proofreading:** Contact Lynne Landwehr at this time to work out when she can proofread the final draft before it's sent out to be printed. Info on that is in the "Top Tips" section.
- **IRA:** ASI will send out the IRA some time in Winter Quarter for you to complete for next-year's editors.
- **Send out proof:** It's a good idea to aim for sending out the proof for the publisher by the end of Winter Quarter. This will allow you time for any snafus or bumps along the road.

Spring Quarter:

- **Proofread:** Make sure everyone gets a chance to look at the final proof that McNaughton and Gunn sends to you. Even if you are short on time and you think everything looks great, your Faculty Advisor, Art Director, and co-editor need to approve the final proof before you send it back for printing.
- **The Unveiling:** Secure a venue, plan for refreshments, reach out to your winning authors, and make sure to check with Dr. Rummel and your Faculty Advisor to ensure that the date you've chosen doesn't have something else going on that might conflict with *Byzantium's* special night (like the English Club's Banquet or a poetry reading).
- **Write the manual:** So many people will have helped you with *Byzantium* by the time it is complete. This is your chance to continue the legacy and give back to next year's editors. The more detailed it is, the more helpful you are! Set up the new editors for success and help them avoid pitfalls by letting them know what worked and what didn't.

The Contest

Each year the English Department (typically via Gregg Paras) announces that the annual Alfred Landwehr Creative Writing Contest is open for submissions. Originally begun in 1970 by nationally published fiction writer Al Landwehr, the contest's many winners have gone on to have distinguished careers in a variety of writing and publishing fields. This contest is also how we receive our content for *Byzantium*! The Faculty Advisor will send out an email alerting English students about the contest, but it is up to you as editors to advertise to the rest of the school via posters and social media. We had our Art Director design the advertisements (included in the manual) listing all the information about the contest. Run everything by your Faculty Advisor. They are useful for fact-checking and editing your posters, and anything else you will be doing for *Byzantium*.

Any enrolled student at Cal Poly may submit poems or short stories; past winners have included students from all colleges at Poly. Contestants **must** use a pseudonym on all entries. In order to preserve anonymity, students should not save their real name anywhere on the document, including the filename under which it is saved. If possible, students should erase their actual name in the file before saving and sending. The student's real name, phone number, and email address should **only** be in the text of the email, not in the attached document itself. This way, the judges will be judging each work blindly. Students should place all poems in one document and all stories in one document. Winners are notified via the emails they listed. Also, make sure to make it clear in the contest rules that each writer should submit under only **one** pseudonym for all of their works. We thought we had chosen a lot more winners than we actually did because people wrote under multiple pseudonyms, thereby creating a false sense of diversity within our winning works.

Poetry and fiction should be submitted in *separate* emails. Submissions should be sent as an attachment via email to either Fiction (**engl-byz-fiction@calpoly.edu**) or Poetry (**engl-byz-poetry@calpoly.edu**).

It's up to you how many poems and short stories you decide are allowed to be turned in for the contest. We allowed five poems this year, and two short stories, but we think it would have been wise to make contestants choose their top three poems and top two short stories. That way, you are judging the cream of the crop and not tiring your judges out with an overwhelming amount of works. We would *advise* the following guidelines: Contestants should submit no more than three poems each totaling a maximum of 150 lines and/or two stories totaling no more than 30 double-spaced pages each.

There are two separate judging panels: one for poetry and one for the short stories, comprised of three judges each. These are usually six English professors who have volunteered. Your Faculty Advisor will send out an email to English professors asking for volunteer judges. They will be the ones that choose first, second, and third place for poetry and also for fiction. These winners receive a cash prize of \$100, \$75, and \$50 for 1st, 2nd, and 3rd place respectively. Additionally, the editors of *Byzantium* make editors' choice selections that also appear in the journal. Both the winners and the editors' choice selections are published in *Byzantium*.

For the judging process, the English department secretary compiled all the entries into a folder for poetry and a folder for short stories. Then we took those entries and put them in a google doc, notifying each judge that they can access it online. We made sure to change the settings to “view only” so that judges weren’t able to make comments directly on the shared documents. We had a lot of entries, so we gave our judges two weeks to be able to read on their own time. Then we set up a time to meet with the poetry and fiction judges (remember that judging is separate for the poetry and short stories). It took us a while to find a time that the judges were all able to meet with us. Between work, school, and family obligations, it seemed like we would never be able to find a time that everyone could come together! Try to be as open and flexible as possible, and offer as many available times as you can. Make sure that you have each professor list *every* possible time that they can make.

Judges read the works beforehand during that two-week period (or whatever amount of time you give them), and then the meeting is for deciding the first, second, and third place winners as a group. Fill your professors in on the process, as some have done it previously, but others may be new to it. As editors, we contributed a little to the conversation (some of the works we recognized just from knowing the authors so we were sure to keep quiet for those), but it is ultimately the professors who decide the winning works. You can choose as many editors’ choice as you want; it mostly depends on the length of all the works and what works you feel most strongly about. We chose two poems and two short stories, but if you two find yourself agonizing over three poems next year, you can include all three.

Publicity

In order to create a successful *Byzantium*, publicity is key. We utilized a variety of different vessels in order to get the word out about our issue of *Byzantium*, from Facebook to flyers.

As far as media goes, *Byzantium* has a Facebook page that was extremely useful in spreading the word about Loverspeak, the Unveiling, and the Writing Contest itself. We used Facebook to create events for each of our fundraisers and to keep people updated on how much time they had left to submit for the contest. As stated in the “Top Tips” section, contact Marley to have her make one of you the new admin for the page. *Byzantium* does not currently have an Instagram, Twitter, etc. but feel free to create one!

Press Release emails sent out by Greg Parras in the English Department office were also helpful in letting your key audience, other English students, know about the Alfred Landwehr Creative Writing Contest, Loverspeak, and the Unveiling.

Byzantium also has its own website, the link for it is as follows:

<https://av-next.worldsecuresystems.com/Admin/Index.aspx?OURL=cpbyzantium.com&to=>

The email should pop up when you enter this link, but if not try **adriennenking@aol.com**. The password for the account is **Team2016!**. The website is another very helpful tool in advertising the Creative Writing Contest, but make sure to update it right away with any changed contest information and with fresh profiles for the new editors and Art Director. If you want to, recruit the Art Director and some techie friends to help you give it a fresh look to match your vision for *Byzantium* this year.

Lastly, *Byzantium* also has its own email. You can access it here:

<http://login.secureserver.net/?app=wbe>

The login is **info@cpbyzantium.com**, and the password is **Team2012**. This email will aid you in giving *Byzantium* a cohesive and professional appearance when corresponding with writers, businesses, and English Department staff. This is especially important when sending out fundraising requests to people like the College of Liberal Arts Dean and the English Department Executive Committee. If you choose to utilize this email, check it with regularity (about a few times a week) in order to keep up with vital information.

Alfred Landwehr Creative Writing Contest 2016

CALL FOR ENTRIES

DEADLINE February 6th at Noon

REQUIREMENTS **Poetry:** Contestants are limited to 5 poems, totaling no more than 300 lines
Short story: Contestants are limited to 2 stories, totaling no more than 30 pages

SUBMISSION Submit work as an attachment via email. Include name and email address in the body of the email, but use only a **pseudonym** in the attachment.

Poetry: engl-byz-poetry@calpoly.edu

Fiction: engl-byz-fiction@calpoly.edu

PRIZES First place: \$100
Second place: \$75
Third place: \$50

(For both fiction and poetry categories)

Read complete contest rules at cpbyzantium.com

Check us out at fb.com/byzantiumjournal



WHEN & WHERE:

6–8 pm on Thursday, FEBRUARY
11TH in Building 180, Room 101

ADMISSION:

\$2 for Cal Poly students

\$3 for general admission

All admission tickets include a raffle ticket.

All proceeds will benefit the production of
Byzantium, Cal Poly's annual literary journal.



LOVERSPEAK

Cal Poly's open mic poetry night about all things love-related



WANT TO READ?

Loverspeak readers can read their own original poems or the work of their favorite writers! We'll consider proposals to read anything from Shakespearean sonnets to original feminist pieces to hilarious Amazon reviews!

Email your name and piece to info@cpbyzantium.com. Selected readers will be notified by FEBRUARY 9TH.

BYZANTIUM

26th Annual Literary Journal

UNVEILING

Steynberg Gallery

MAY 23RD

7-9 PM

Events

Loverspeak

Loverspeak has been a longstanding annual tradition at Cal Poly. It is one of the ways that we fundraise for *Byzantium*. It's a Valentine's Day themed poetry reading for all things love-related, and is a fun-filled night promising laughs and good times had by all. For many, it is their first poetry reading! Have your Faculty Advisor send out an email about Loverspeak and spread the word about needing readers for the event. Invite creative writing professors personally via email, as they will be the ones most likely to want to read and they can also advertise the event to their creative writing students. Students may present their own original pieces or the work of their favorite writers. Past readings have featured everything from Shakespearean sonnets to original feminist works to hilarious Amazon reviews, so be prepared for all kinds of submissions!

Work with your Art Director to create a poster to advertise for the event. The poster should include the details for the event, admission fee, and request readers. The poster should be eye-catching and appeal to a wide audience. Remember: this event is your biggest fundraiser! Advertise via social media in addition to the posters.

Reach out to Professor Cushing, as he is the one who usually emcees the event. He is a talented and lively host and knows Loverspeak quite well. You will need to meet with him to give him a list of the readers and their works. This year, to spice things up, we also added in a student co-host and had him introduce most of the students, while Professor Cushing introduced a majority of the professors.

English professors love to come out and share their poems, too. This year, Jenny Ashley and John Bartel (Cal Poly English professors) performed two songs and that was a huge hit, so feel free to accept musicians into the mix as well.

It's up to you how much you want the admission fee to be. We did \$2 for students and \$3 for the general public. You could probably raise the fee a dollar or so more to raise more money and it wouldn't deter the crowd. Bring plenty of cash to work with (one and five dollar bills), as you are supplying the small bills for change. A number of people showed up with \$20. You should get a cash box from Susan to hold the money in. You will also turn the money in to Susan after and she will count it and put it into the *Byzantium* account.

We advertised that each admission ticket came with a raffle ticket and gathered a couple small prizes to hand out during the intermission and at the end. You don't have to do this, but it is a fun way to liven up the event. Just have everyone write their name on the raffle ticket as they are coming in (it gives them something to do while they wait). We also had donut holes from SLO DO CO at the beginning of the event so people could eat and socialize. We found that supplying coffee would be far too expensive for a fundraiser where about 150 people are in attendance. Small desserts will suffice.

To host such a large crowd, we held Loverspeak on campus in Baker Science room 101 at 6-8pm on Thursday, February 11th. Reserve a big room like this early in the year! We figured that Thursday would be a good day to do it because people would be out of town visiting loved ones during the weekend. Check for scheduling conflicts! Other poetry readings or similar events can compete with yours and take

away potential readers or audience members. When planning Loverspeak, check the date of the KCPR Valentine's Open Mic, since ours unfortunately overlapped and caused some people to not come.

It is exceptionally difficult to determine the timing for the event. Some of our readers wanted to read at specific times (they had class/they had to leave early/etc.), and while we did our best to accommodate them, it was impossible to guarantee that they would be able to read within their chosen time slot. While we gave each reader a specific amount of time to read, there were many elements that were out of our control. Some people read very quickly, some professors wouldn't tell us what they would be reading, and some professors showed up late. Therefore, we found ourselves scrambling to stall at times. If you have a reader who says they can only read at a specific time, warn them that they might not be able to read (not out of punishment, but because the show must go on). We had one professor who taught until 8, which is when the event ended, so we placed him in the last possible time slot and told him that we hoped he would be able to make it. In the end, he still didn't make it in time and we had to end the event. We might have been able to stall long enough if we had an extra poem or two on hand, so perhaps you could keep some additional poems to read in case people are missing and you need something to fill up time. The raffle can help with this too. You can always move the raffle around depending on your needs. We did one raffle session during the middle of the event and one at the end.

The Unveiling

This will be the last big event of your *Byzantium* career! Now that you have completed the journal itself, you will need to set up the Unveiling. The Unveiling is the capstone of the project, as it consists of readings from all of the winning writers and the free distribution of *Byzantium*. You will need to rent out a venue for the Unveiling. We chose Steynberg Gallery this past year, which proved to be a great decision as the price was very reasonable (\$250), the owner was helpful and easy to work with, and the space itself was perfect for the Unveiling. In previous years, other editors have made use of such venues as Sally Loo's Wholesome Cafe and Linnaea's Café, but we highly recommend Steynberg as it provided more space, is close to campus, has plenty of chairs, beverages for sale, a microphone, and a stage.

Make sure to reach out to any potential venues you are considering as soon as you know when you will get *Byzantium* from the publishers; it is essential to figure out these details as soon as possible. As soon as you have decided upon a date and time for your Unveiling, get in contact with all the writers published in *Byzantium* and make sure that the majority of them can read on this day. Susan Bratcher will provide you with certificates to present to the 1st, 2nd and 3rd place winners, which will stand in for the monetary prizes that they will receive through the mail. You can give these to the winners after they read their works (we chose to let everyone read 5 minutes worth of their work). Susan will also require you to send her an invoice from your venue of choice, so let the venue you've chosen know that they need to create an invoice for her.

We recommend that you provide some refreshments at the Unveiling. We got a selection of baked goods from Costco and asked Mr. Steynberg to keep his coffee services running during the event. It is also a good idea to get together with your Faculty Advisor and the readers a little before the start of the event to go over the schedule for the night. Everything always flows more smoothly when everyone knows what to expect!

Fundraising

Advertising to Local Businesses

Besides Loverspeak, you could hold a fundraiser at a local restaurant/fro-yo place or sell ad space. We didn't need to hold a fundraiser at a business this year (partly because we kept our journal very simple), but places such as CPK, Woodstock's, and Teaberry have been successful businesses to work with in the past.

You can sell ad space for however much you want. We sold a \$100 ad to the library because we weren't having much success elsewhere, but to local businesses we tried to sell \$25 for half a page and \$50 for a full page. We went downtown with papers listing the prices and information about *Byzantium* and went to as many businesses as we could. The businesses that were most interested in us were the hair salons (their target demographic is college students). Dress professionally, be confident, and put on your best game-face. Fundraising can be tedious and stressful, but it is a great way to secure a solid budget for *Byzantium*, especially if you are looking to do something extra fancy with your year's edition. Cut-outs, matte etching, embossing, gold foil, and all those other cool options in printing cost a lot of money. If you are seeking to do one of those, you have to prepare for that in your budget!

*Below is an example Ad-Space handout to give to prospective businesses:



The *Byzantium* is Cal Poly's annual English department publication, in which selected creative works of poetry and fiction are showcased from different majors across our university. Each year we produce 1,000 journals, which are freely distributed to students, staff, and community members alike. We would like to invite you to have a space to promote your business in this year's publication. Below you will find the pricing details.

Half Page	Full Page
\$25	\$50

Payment will be received in the form of checks made out to: The *Byzantium*

You can contact us in the following ways:
Email: mccaughe@calpoly.edu / Phone: (619) 481-1656

Donations

Another important avenue to explore in your quest for *Byzantium* funding is asking for donations. Typically, the English Department Executive Committee and the CLA Dean's Office both contribute \$500 each year. You will need to reach out to them via a professional email during Fall Quarter to secure these donations. In the past, the President's Office has also donated, but in the last few years they have ceased to do so. Perhaps you can rekindle their donating spirit! The Knowlton family has also traditionally donated most of the prize money for the winning authors, though this year they expressed that they may no longer be doing so as Professor Clark, Cal Poly's connection to the Knowltons, is retiring. Professor Rummell knows them as well and may be able to arrange further donations in the future, so she might be a good person to contact regarding that.

Past editors have also used letter writing campaigns to raise funds, though we did not choose to do so this year. These letters are often sent to family, past editors of *Byzantium*, and businesses around town.

Design & Printing

Each year, McNaughton and Gunn does the printing. You can check out other printers, but this company has the most experience with *Byzantium* and has proven to be the most affordable time and time again. We worked with print representative Tod Baker. Reach out to a print representative early to establish a relationship.

- Don't be afraid to ask your print rep lots of questions. It is up to them to help guide you through the printing process. We weren't sure what options would best fit our budget, so we made a lot of phone calls and emailed him back and forth until we settled on what we wanted to do. The print representative can give you quotes to help you decide on what you can afford. Word for the wise: the fancier you get, the (significantly) more expensive it will be!
- Be curious. Look on McNaughton and Gunn's website **www.bookprinters.com** to view the different printing options. Ask your rep for paper swatch books for cover texture and text paper choices. Collaborate with your Art Director, as they might have some cool ideas for the printing of the book. Ours was very knowledgeable about different textures for the cover. Your Art Director and print representative are great resources!
- Ask your print-representative time-related questions, such as "How long will it take to print?" and "When will the proofs come in?" This will help you establish deadlines and make sure that you print in time for the Unveiling.
- Give your print rep the right address to send things to. We assumed he would send the proofs to our home address (where he had sent swatches previously), but he sent the proofs to the English Department and it ended up in a poetry professor's box. We were lucky he knew who we were and was familiar with *Byzantium*! The lesson learned here is to provide explicit, clear instructions for everyone that you work with.
- Allot plenty of time to proofread everything and make sure that everyone is satisfied with the proofs before you send them out to the publisher. Our Faculty Advisor wanted to change the wording on the cover after we had sent them out and it was a costly fix. This could have been avoided if we had had more time to make sure that everyone got a chance to adequately proofread. Deadlines can make things feel rushed, so try to create your deadlines so that they have wiggle room in case things go wrong. In our case, the missing proofs were the setback. Things happen (sometimes out of your control), but try to plan for the unexpected to accommodate snafus.
- Send your final product to the publisher before Spring Break. This will make your lives much easier and leave time to fix any mistakes that may have been made.



960 Woodland Drive
PO Box 10
Saline Michigan 48176-0010

Ph: 734-429-5411
FAX 800-677-2665
www.bookprinters.com

Creating Books. Making History.

JESSICA CLOGSTON-KINER
CAL POLY UNIVERSITY
DEPT OF ENGLISH
SAN LUIS OBISPO, CA 93407
805-636-1640

Customer Contact: Tod Baker
734-429-8702

Exec Dir of Marketing & Sales
Jonnie Bryant
734-429-8713

February 29, 2016

Estimate # 122274 02 JT

Title: **Byzantium 26**
Trim Size: 6.0000 x 8.5000 (spine bulk=0.343750)
Binding: Perfect Bound (Hinge Score)
Total Pages: 120

Text: 120 Pages
Printing Black (Note: Assumes no text bleeds; no tight margins)
Supplied as: PDF Files
Complete Physical proof of 120 page(s)
60# Natures Recycled 360 PPI

Cover: 12 PT C1S (FSC)
Printing 4 Color Process (4/0)
Supplied as: PDF Files
1 Physical colorproof on covers 1,4 and spine
Luxury Matte Film Lamination

Packing: Packing Cartons, maximum 35 pounds.
Packing Skids

Title: **Byzantium 26**

		1,000	Per add'l 100 copies
Base	Bind	\$264.40	\$8.70
	Pack	\$59.93	\$1.64
Cover	Cutting	\$21.21	\$3.03
	Coating	\$165.84	\$6.83
	Prepress	\$144.59	\$0.00
	Press	\$197.68	\$1.29
	Proof	\$48.00	\$0.00
	Stock	\$73.22	\$5.55
Text	Cutting/Folding	\$159.69	\$3.43
	Prepress	\$223.15	\$0.00
	Press	\$181.35	\$5.05
	Proof	\$26.41	\$0.00
	Stock	\$461.39	\$36.11
Total		\$2,026.86	\$71.63

Quantity	Approximate Freight *
1,000	\$219.54 / 1,000 copies shipping to 93407

* Fuel surcharges are included.

Additional for gloss film lamination with matte etching on the cover

Quantity	Cost
1,000	\$218.44 / \$0.22 per unit
Over/Underruns per 100's	\$10.00 / \$0.10 per unit

Add'l to die cut 5 x 7 area on cover 1-price is subject to review of actual file

Quantity	Cost
1,000	\$261.70 / \$0.26 per unit
Over/Underruns per 100's	\$12.00 / \$0.12 per unit

See next page for more pricing.

February 29, 2016

Estimate # 122274 02 JT

Title: Byzantium 26

Add'l for 80# Rainbow flyleaf (yellow, standard embossing) to tip in front of the book only

Quantity	Cost
1,000	\$265.99 / \$0.27 per unit
Over/Underruns per 100's	\$12.00 / \$0.12 per unit

Add'l for a 2-page insert to print 1PMS on both sides on 80# Gloss to tip in between signatures

Quantity	Cost
1,000	\$357.97 / \$0.36 per unit
Over/Underruns per 100's	\$16.00 / \$0.16 per unit

Additional to deboss 5 x 7 area on cover 1

Quantity	Cost
1,000	\$808.50 / \$0.81 per unit
Over/Underruns per 100's	\$30.00 / \$0.30 per unit

Terms: Net 30 Days. Sales tax may be applicable.

Schedule to be determined by availability of materials and services. Quote valid for 90 days, excluding material increases.

Please let us know if you require any of the following options by circling the ones that apply.

1. Freight Requirements: Inside Delivery (add'l charges would apply), Residential Delivery \$45.00, Liftgate \$50.00, 24hr Advance notification \$10.00.
2. Extra Covers or Dustjackets: Quantity_____.
3. Copy of Final Files (FREE) when job in Production. \$10.00 plus postage post-production per title.
4. Our standard policy is to send 2 advance copies overnight. Please indicate if you would prefer not to receive these, or if you would like up to 10 advance copies. If you would prefer advances to be sent via a 2 day service or ground service, please indicate so here _____.

OVERRUNS OR UNDERRUNS - Overruns or underruns not to exceed 10% of the amount ordered shall constitute acceptable delivery and the excess or deficiency shall be charged or credited to the publisher at the overrun rate, not the unit rate.

Please sign below and return this quotation authorizing McNaughton & Gunn, Inc to proceed with the manufacturing of this title. Note any changes in specifications and an order confirmation will be forwarded.

Accepted by: _____ Date: _____

Important Contacts

2015-2016 Byzantium Team

Marley McCaughey	marleymac94@gmail.com
Stephanie Narlesky	hellotothemoonbow@gmail.com
Lena Choi	lenamchoi@gmail.com

English Faculty Advisor

Dr. Krista Kauffmann	kjkauffm@calpoly.edu
----------------------	----------------------

English Faculty Cont.

Dr. Kevin Clark	kclark@calpoly.edu
Dr. Todd Pierce	tjpierce@calpoly.edu
Dr. James Cushing	jcushing@calpoly.edu

Art & Design Faculty Advisor

Mary LaPorte	mlaporte@calpoly.edu
--------------	----------------------

Administrative Assistants

Greg Parras	gparras@calpoly.edu
-------------	---------------------

Account Manager

Susan Bratcher	sbratche@calpoly.edu
----------------	----------------------

Ad Space Contact

Cheryl May (Kennedy Library)	csmay@calpoly.edu
------------------------------	-------------------

Event Contact

Peter Steynberg	steynberggallery@gmail.com
-----------------	----------------------------