



Our Mission

As a department, our mission is to increase book sales and improve brand equity. By teaming with marketing and editorial to strategize, design, craft, and deliver compelling sales messages and products, we help make that happen.

Why This Document?

We’ve created the Marketing Communications Central (MC²) Standards Guide to provide information, standards, and procedures to Pearson Arts & Sciences (Math, Economics, and Science) team members so we can best serve your needs, improve communication and efficiency, and fulfill our mission to provide superior customer service. Once you understand what we can do for you, you’ll know how best to use our department and our services.

Who’s Reading This?

The MC² Standards Guide is intended as an “easy read” for all marketing, sales, production, manufacturing, and editorial teams, as well as any new Pearson Arts & Sciences employees and external vendors.

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The MC² Group at a Glance

Need to know who handles back cover copy? Wondering who submits covers for the Web Catalog or who to contact when you want to develop a media demo?

When these kinds of questions pop up, simply refer to this at-a-glance breakdown of our team members' roles and responsibilities. It's an easy way to figure out who's who on the marketing communications team and what each member of the team brings to the table when it's time to collaborate with you on your next promotional project.

Pearson Arts & Sciences (Math, Economics, and Science)

SAN FRANCISCO

Lillian Carr, Creative Director

(415) 402-2331 • Lillian.Carr@pearson.com

- Responsible for all promotions, both print and online, including branding, advertising, direct mail, website development, electronic marketing, public relations, logo design, packaging, and event marketing
- Plans, researches, implements, budgets, and manages the wide scope of activities that constitute marketing communications programs
- Oversees the processes involved in all stages of production, from concept to final, in order to ensure maximum effectiveness in a cost effective and timely manner
- Supervises, mentors, and motivates the MC² staff in the San Francisco, Boston, and Upper Saddle River offices

Jane Campbell, Copywriter Supervisor

(415) 402-2425 • Jane.Campbell@pearson.com

- Supervises Arts & Sciences copywriters and freelance copywriters in producing all copywriting
- Prepares for and facilitates promotional planning meetings
- Develops content for print and online promotions
- Writes and edits SMP copy for the eCatalog
- Writes back cover copy, PTG copy, and press releases
- Assists with writing copy for all hardside course and discipline Web pages
- Writes and submits book reviews
- Manages freelance copywriters

Laurie Campbell, Design Specialist

(415) 402-2473 • Laurie.Campbell@pearson.com

- Designs print materials including brochures, posters, postcards, invitations, flipsheets, walkthroughs, tradeshow graphics, etc.
- Creates event and product branding
- Coordinates with freelance designers and illustrators
- Researches and designs premiums

Jessica Perry, Copywriter

(415) 402-2384 • Jessica.Perry@pearson.com

- Develops and assists with gathering content for print and online promotions
- Writes and edits SMP, back cover, and PTG copy
- Writes and edits brochures and promo pieces
- Assists with writing copy for all Science course and discipline Web pages
- Oversees and ensures correct information on HEPM

Kristi Hlaing, Production Coordinator

(415) 402-2408 • Kristi.Hlaing@pearson.com

- Collects artwork and sample pages from texts and screen shots from companion websites and produces mock-ups as necessary
- Responsible for production traffic; Coordinates and assists with the routing of all projects, feedback, approvals, and expediting production and delivery; Relays project status to team members
- Coordinates scheduling and delivery of print jobs with vendor
- Uploads covers, SMP, and PTG copy and into the HEPM
- Maintains archival copies of all produced materials
- Creates Exhibit “A’s” and other freelance forms

Alexa Mayers, Event Planner

(415) 402-2433 • Alexa.Mayers@pearson.com

- Coordinates all aspects of Strategies for Success workshops including logistics, location, speakers, travel, promotion, and event evaluation
- Assists with Strategies for Success newsletter
- Plans marketing events including special events, forums, focus groups, and dinners
- Coordinates San Francisco office special events including holiday and summer parties

BOSTON

Mansour Bethoney, Senior Web Designer

(617) 848-7057 • Mansour.Bethoney@pearson.com

- Conceptualizes designs and produces online solutions for marketing and products including audio design
- Designs and authors interactive media, such as Online Demos, CD-ROMs, and interactive walkthroughs
- Designs online materials and branding for AW/BC as well as pan-Pearson initiatives
- QAs design integrity and functionality for the Pearson website

Anna Molodtsova, Webmaster

(617) 848-7554 • Anna.Molodtsova@pearson.com

- Oversees the functionality of all sites, promotes files to live server, and maintains files and directories on Web server
- Updates and ensures accuracy and currency of the Pearson Higher Ed website
- Handles website production and QAs all projects before they are made live

- Develops page creation and form processing tools, implements scripts, forms, and new technologies; Produces Class Tests Sites, Online Tours, and Super Catalog Pages
- Responds to and routes inquiries from the webmaster email account; Filters email responses from all assigned Arts & Sciences email accounts.
- FlashPoint project lead and first point of contact for requesting FlashPoint tours; Coordinates FlashPoint launch meeting, oversees technical specifications, and sets schedule as well as updates and maintains FlashPoint status Web page, www.pearsonhighered.com/showtell

Kirsten Sims, Design Manager

(617) 848-6445 • Kirsten.Sims@pearson.com

- Manages Boston designers and operations; Initiates and oversees all print promotions
- Prepares for and facilitates promotional planning meetings
- Designs print materials including brochures, flyers, posters, postcards, sales and presentation kits, premiums, logos, invitations, walkthroughs, and tradeshow graphics, as well as illustration
- Manages freelance designers and vendors
- Assigns projects, sets schedule, and monitors budgets

Ron Jones, Senior Graphic Designer

(617) 848-7642 • Ron.Jones@pearson.com

- Designs print materials including brochures, flyers, posters, postcards, sales and presentation kits, premiums, invitations, walkthroughs, and tradeshow graphics
- Manages and researches all aspects of digital video shoots and audio production including author interviews, product and technology demos, sales presentations, etc.
- Creates Flash animations and Web graphics
- Art directs photo shoots

Julia Boyles, Junior Designer/Copywriter

(617) 848-7525 • Julia.Boyles@pearson.com

- Designs print materials including brochures, flipsheets, postcards, sales and presentation kits, premiums, invitations, walkthroughs, and tradeshow graphics
- Assists with collection of artwork and sample pages from texts, and screen shots from companion websites for use in design projects
- Prepares files for prepress prior to delivery to printers
- Develops and assists with gathering content for print and online promotions
- Writes and edits SMP, back cover, and PTG copy

Mark Yuen, Copywriter

(617) 848-6417 • Mark.Yuen@pearson.com

- Develops and assists with gathering content for print and online promotions
- Writes and edits SMP, back cover, and PTG copy
- Writes and edits brochures and promo pieces
- Assists with writing copy for Math and Economics course and discipline Web pages
- Oversees and ensures correct information on HEPM

Dana Phipps, Production Coordinator

(617) 848-7551 • Dana.Phipps@pearson.com

- Collects artwork and sample pages from texts and screen shots from companion websites and produces mock-ups as necessary
- Responsible for production traffic; Coordinates and assists with the routing of all projects, feedback, approvals, and expediting production and delivery; Relays project status to team members.
- Coordinates scheduling and delivery of print jobs with vendor
- Uploads covers, SMP and PTG copy and into the HEPM
- Maintains archival copies of all produced materials
- Coordinates and organizes the packaging and delivery of promotions for GSF distribution
- Creates Exhibit “A’s” and other freelance forms

Deveney Kowalczyk, Event Planner

(617) 848-7574 • Deveney.Kowalczyk@pearson.com

- Plans and facilitates marketing events for Math and Economics including special events, forums, focus groups, and dinners
- Coordinates all aspects of special events at annual AMATYC Mathematics conference including logistics, location, invitations, budgeting, attendee communication, on-site coordination and follow up
- Coordinates all aspects of Mathematics and Statistics workshops including logistics, location, registration, travel, promotion, and event evaluation
- Assists sales reps in preparing marketing tools such as name tags, packets, evaluation forms, bookstands for a variety of workshops

UPPER SADDLE RIVER

Stephanie Szolusha, Print and Online Project Manager

(201) 236-6994 • Stephanie.Szolusha@pearson.com

- Project manages and coordinates the copy development and production process for FlashPoints as well as routes FlashPoint release candidates
- Online Product Tours; Class Test Sites; Video scripts and storyboards; Flash Product demos
- Online event registration, including agendas, schedules, and other information
- Assists with writing copy for Chemistry and select Math course discipline Web pages
- Other online advertising and products, using Web technology and new media
- Writes copy for HTML email messages

Elise Schneider, Senior Copywriter/Promotions Specialist

(201) 236-7423 • Elise.Schneider@pearson.com

- Develops and assists with gathering content for print and online promotions
- Writes and edits SMP, back cover, and PTG copy
- Writes original copy for brochures, ads, and other direct mail pieces
- Assists with writing copy for Chemistry, Geosciences, and select Math course discipline Web pages
- Oversees and ensures correct information on HEPM for Chemistry, Geosciences, and select Math products
- Assist with the delivery and proofreading of SmartMails

Our Capabilities: Able to Promote First Editions in a Single Bound!

Okay, so we're not really superheroes. But MC² frequently comes to the aid of Marketing Managers with fresh ideas and innovative approaches to the marketing process, whether it's by developing exciting print brochures or creating eye-catching promotional materials that become the talk of the next NSM.

Here is a list of our department's ever-growing list of capabilities:

Print Projects	Online/interactive Projects
Brochures	Websites
Advertising	Audio design
Posters	Interactive media demos
Invitations	Targeted email communication
Postcards	Videos and Scripting
Newsletters	Hiring and management of voice talent
Logo/Brand creation	FlashPoints
Textbook Projects	Tradeshow/Special Events Graphics
Product packaging	Posters
In-text walkthroughs and visual prefaces	Banners
Book covers	Presentation materials (i.e., PPT, etc.)
Premium Projects	
Tote bags	
Pens	
Calendars	
Mugs	
And more!	

To view samples of our department's capabilities firsthand, visit our online portfolio at <http://www.aw-bc.com/mc2>

Frequently Asked Questions

Q: *When does marketing need the cover for promotions?*

A: It depends on many factors such as the bound book date, the marketing conditions, and primarily when the team will present the product to the sales force and market. As our publishing cycles are shortening and changing, so is the requirement for earlier promotions. Ninety percent of the time, the product is being presented at either the January or August NSM. Therefore, as a basic rule of thumb, you can gauge by the following example:

Standard deliverable due date:

- **Spring title:** Cover is due September 1 for January NSM promotion.
- **Summer title:** Cover is due October 1 (for January NSM promotion) / December 1 (for eCatalog/Web Catalog).

- **Fall title:** Cover is due May 1 for August NSM promotion.
- When there is an exception to this timetable, you should deliver the cover one-and-a-half to two months prior to the printed final promotion due date.

Q: *How final does the cover need to be delivered to serve your promotion needs?*

A: We need to receive the final front cover layout only with the high-resolution (300 dpi minimum) linked graphic(s) (CMYK) accompanied with the fonts used in the document from production.

Q: *Who is responsible for writing the back cover copy?*

A: We prefer to have our Copywriters initiate and/or be involved with the development of all back cover copy. Since this medium is one of our only opportunities to market directly to the end user, the student, we can ensure that current marketing initiatives are implemented in the development of the content.

Q: *When will my title appear in Socrates/eCatalog and Web Catalog?*

A: These rules are based on the product's in-stock date and are categorized by spring, summer, and fall. The following is the current guidelines:

- **Spring title** (in-stock between 1/1 and 4/30):
post in Socrates/eCatalog 10/1 (of the previous year) | Web Catalog 1/15
- **Summer title** (in-stock between 5/1 and 8/31):
post in Socrates/eCatalog 1/1 | Web Catalog 3/15
- **Fall title** (in-stock between 9/1 and 12/31):
post in Socrates/eCatalog 5/1 | Web Catalog 8/15

Q: *The title is wrong on the Web Catalog page. How can I get this fixed?*

A: In San Francisco, the first step is for editorial to resubmit a TMR to Emma Koritz, who will then enter it in the system. In Boston, editorial resubmits a TMR to Tracy Rabinowitz, who will then enter it in the system.

MC² Website File Upload Instructions

This document describes how to:

- Prepare files for upload (naming conventions, file size, etc.)
- Upload process
- Request large file upload

Preparing Files for Upload

Resource files must be prepared using specific file-naming conventions and additional guidelines described in this section.

File-naming conventions

Resource file names must contain capital letters (A or B), lowercase letters (a–z), numbers (0–9), underscores (_) and a single period (.) only and use the following naming convention:

- A file name must always begin with the capital letters:
 - **A** for Math and Economics projects
 - **B** for Science projects
- Followed by two digits of the calendar year.

- Followed by an underscore character (_).
- Followed by the 3-digit number that is a job ID in the FileMaker.
- Followed by an underscore character (_).
- Followed by the project title abbreviation from the following list:

Use for MC ² upload and MC ² database
Use for MC ² database only

Project name	Abbreviation
Advertising	adv
Back Cover Copy	bcc
Bookmark	bkm
Banners	bnr
Bridge Page/Splash Page	brg
Mini-Brochure	brm
Chroma-Panel	chp
Design Comp	cmp
Class Test Site	cts
Cover	cvr
Demo/ Book Exploration	dem
Design Dummy	dum
Endpapers	end
FlashPoint	fpt
Flipsheet/Flyer	flp
Grid/Chart	grd
HTML e-mail	htm
Invitation	inv
Letter	let
QA and Promote Live	liv
Logo	log
Main Brochure	mbr
Miscellaneous	mis
Online Tour	olt
Product Bridge Page	pbp
Postcard	pcd
P-copy Insert Cards	pic
Product Interface Design	pid
Package	pkg
Premiums	prm
Poster	pst
Quick Reference Guide	qrg
Site Redirect	rdr
Supplements Brochure	sbr
Super Catalog Page	scp
SMP	smp

Project name	Abbreviation
SmartMail (txt)	smr
Stationery	sta
Stickers	stk
Store Builder Site	str
Survey	sur
UI (User Interface) Design for WPS or CDs	uid
Video	vid
Walkthrough	wal
Web Catalog/Catalog Builder	wct
Web Project (special requests)	web
Website Maintains/Support	wms
Web Page Comp	wpc
Wrap Card	wrp
Web Tracking Request	wtr

- Followed by the v1, v2, v3, v4, v5 (for Revised file with the version of revision); c1, c2, c3, c4, c5 (for the previous marked copy); or vf (for final version).
- Followed by a period (.) and the 3-letter extension of the file format; for example, .doc for a Word document or .pdf for an Adobe Acrobat document, or .zip for an archive file. Acceptable extensions: doc, pdf, ppt, swf, mov, jpg, gif, zip, sit, mp3, wav, fla.

Examples

- A08_276_wal_v1.pdf
- B08_236_mbr_vf.gif

File Size

Uploaded files should be not exceeding 5 MB. For uploading larger file, see the Requesting Large File Uploads section below.

Archive files (.zip or .sit)

Please keep files as small as possible to conserve storage space and to minimize the time required for download. To do this, create archive files for larger resource files using WinZip or Stuffit.

Virus Checking

Before uploading any file, scan the directory where the file resides using the antivirus software. If you are uploading a .zip file, be sure that all the files in the archive have been scanned prior to creating the archive file.

Upload Process

Fill out the form, attach the file, and hit the submit button. The server will automatically create a file name for your file, check the size, and put the file in the appropriate folder.

Requesting Large File Uploads

To upload a file larger than 15 MB, you must:

- Upload the files to the FTP site for your Business Unit.

- Email the Webmaster at Anna.Molodtsova@pearson.com specifying:
 - File name and extension
 - File size
 - Project title
 - URL for the Web Catalog link
 - The file location on the FTP site
- You will receive a confirmation email indicating that your files have been uploaded to MC² Current Project Downloads.