

# AAM 83. STATE PUBLICATIONS

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<b>AAM 83.010</b>	<b>Policy</b>
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[AS 44.99.200](#) requires state agencies to produce publications at commercial facilities or by a Certified Employment Program located in-state when practicable. Agencies must follow procurement procedures required under [AS 36.30](#) and [2 AAC 12](#) when procuring these services.

<b>AAM 83.015</b>	<b>Definitions</b>
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## **Publications**

According to [AS 44.99.240](#), "publications" means a written document, including books, brochures, flyers, manuals, newsletters, pamphlets, programs, reports and similar documents.

It does not include posters, standard forms, maps, hunting, fishing or driver's licenses, fish tags, letterhead stationary or letterhead envelopes.

## **Produced**

Includes the copying, printing, publication, reproduction.

## **Employment Program**

In accordance with [AS 36.30.990\(10\)](#) an Employment Program" means a nonprofit program to increase employment opportunities for individuals with physical or mental disabilities that constitute substantial handicaps to employment. A list of qualified "Employment Programs" is available from

the Division of General Services.

**AAM 83.020**

**State Publications Cost Block**

If a publication costs more than \$1,500 in general funds per printing job, or if a publication is a report required by law and the annual cost exceeds \$1,500, regardless of funding source, a cost block is required. According to [AS 44.99.210](#) the cost block must include:

name of agency releasing the publication;

cost for each copy of the publication;

purpose of publication;

city and state where printed;

statute citation if required by law (if publication is not required by law, no reference is required in the cost block);

and revenue raised by sale of the publication if applicable.

The cost per copy is calculated by dividing the total contract cost of producing the publication by the number of copies printed. "Producing" means the total cost of materials and labor for printing, collating, pre-press work, binding and packaging a single print job.

Cost blocks are not applicable to publications intended for

foreign or out-of-state use;

programs for a public ceremony of a State agency; or

use by a State agency to develop a market for the agency's services or products.

**Cost Block Specifications**

In accordance with [AS 44.99.210](#) the cost block must be printed in one conspicuous place in the publication in at least twelve (12) point type size. It must be bordered by at least two (2) point rule. Cost blocks may be reduced in size if too large to fit on a smaller sized publication.

Publications of State agencies are collected and indexed by the Division of Libraries. If a publication is produced by a commercial facility, the State agency responsible for the publication shall submit a copy to the Division of Libraries, P.O. Box 110571, Juneau, Alaska, 99811-0571.

- A. Alaska Statutes [44.99.200](#) require the Department of Administration to establish standards for the production of State agency publications. These standards apply to publications of a State agency intended for an internal and external audience.

Basic Printing Standards are intended to promote simplicity, low cost and consistency for all publications while effectively conveying information that serves the needs of the intended audience.

- B. Definitions -- For the purpose of these Standards the following definitions shall apply:
1. Newsletter: Any printed material published and distributed on a regular basis to inform readers about the agency's activities in a particular area of interest during a specific time period.
  2. Internal: Refers to a publication containing information for use by the agency's own staff, other government agencies or the legislature.
  3. External: Refers to a publication designed to create awareness of an agency's activities and enhance public relations for a specific audience relevant to that agency outside of government.

C. Newsletters

1. External Newsletters: The following standards are recommended guidelines. Variations do not require a waiver, but the cost of the newsletter shall be consistent with the intended purpose.
  - a. using no more than two (2) colors of ink;
  - b. using uncoated paper;
  - c. duplex (printed on both sides) printing, if applicable; and
  - d. embossing foil stamping and/or die cuts may not be used.
2. Internal Newsletters: The following standards are recommended guidelines. Variations do not require a waiver, but the cost of the newsletter shall be consistent with the intended purpose.

- a. using no more than one (1) color of ink;
  - b. using uncoated recycled paper;
  - c. duplex (printed on both sides) printing, if applicable; and
  - d. embossing, foil stamping and/or die cuts may not be used.
- D. Softbound Books, Manuals, Catalogs, Reports and Pamphlets --  
Softbound books, manuals, catalogs, reports and pamphlets shall be printed according to the following standards:
1. using no more than one (1) color of ink for text;
  2. using no more than three (3) colors of ink for cover;
  3. using uncoated recycled paper;
  4. using no more than 80 pound cover stock;
  5. duplex printing, if applicable;
  6. embossing, foil stamping and/or die cuts may not be used;
  7. maps, road signals, color coordinated legends and graphs are exempt from coloration restrictions.
- E. Brochures
1. External Brochures. External brochures shall be printed according to the following standards:
    - a. using no more than three (3) colors of ink;
    - b. using uncoated recycled paper is recommended;
    - c. duplex printing, if applicable;
    - d. embossing, foil stamping and/or die cuts may not be used.
  2. Internal Brochures. Internal brochures shall be printed according to the following standards:
    - a. using no more than one (1) color of ink;
    - b. using uncoated recycled paper;
    - c. duplex printing if applicable; and
    - d. embossing, foil stamping and/or die cuts may not be used.
- F. Printed Pages -- Printed pages shall be printed according to the following guidelines:
1. use no more than one (1) color of ink for text;
  2. use no more than uncoated 20 pound bond or 70 pound text stock;
  3. duplex printing, if applicable; and
  4. recycled paper is recommended.

G. General Exemption to Standards for Publications

1. Publications that are used by a State agency to develop a market for the agency's services or products.
2. Publications intended primarily for foreign or out-of-state use.
3. Programs for a public ceremony of a State agency.
4. Posters.
5. Print matter or graphic products not defined as a publication.

H. Waiver of Basic Printing Standards for Publications

A standard to meet the diverse publications requirements of all State agencies is not possible. The waiver process permits agencies to approve exceptions to the standards for publications designed to reach non-government external audiences. Agencies can most effectively decide when an exception is needed to convey information to their intended external audience without compromising simplicity, low cost, and consistency.

1. Requests for a waiver of Basic Printing Standards must be submitted in memorandum format and approval obtained prior to printing and the expenditure of any funds. Justification for a waiver of standards must include reasons why the desired outcome of the publication would not be met, or seriously compromised by the application of Printing Standards, including why the waiver is in the State's best interest.
2. Requests for waiver of Basic Printing Standards may be approved by the Director of the Division requesting the waiver.
3. The procedure to request a waiver of basic printing standards is defined in Section XI, Printing Policy, Item H of the Contract Award Manual.

**AAM 83.065**

**Standards for Printed Matter Not Defined as a Publication**

A. Business Card Standards

Embossed gold printing is reserved for the Governor's Office. Embossed silver is reserved for the Office of the Lieutenant Governor.

The following format is recommended only as a guideline for executive branch agencies. Actual format, logo, ink and stock are within the discretion of the ordering agency and do not require any form of waiver. Whenever ordering business cards the cost shall be consistent with the intended purpose.

Format: 3 1/2" x 2", with 9/16" diameter Alaska State Seal in the upper left corner; recycled symbol in the lower left or right corner; printed in black or blue ink, one (1) color only, including State seal.  
Stock: 80 pound recycled stock, minimum 50% recycled content.