Integrated Marketing Department
Project Production Timelines

Marketing project production timelines begin with quotes obtained from vendor(s). Timelines are impacted by whether the request is new or a reprint, as well as when the requisition number/P.O. is received.

PRODUCTION STEPS

1. **Project Identified**

   - A project is identified by the completion of the Integrated Marketing (IM) Project Request form available at [http://www.desu.edu/form/marketing-project-request-form](http://www.desu.edu/form/marketing-project-request-form).

   - Once the IM form is received, you will be contacted by a member of the Marketing staff.

2. **Quote Obtained**

   If you are requesting items for print or production, a quote will need to be obtained, and a “R” Number or P.O. received prior to moving the project forward.

   - **Obtaining** a quote from a vendor can take **24-72 hours**, or longer, depending on the scope of the project.

   - **Receipt of signed requisition to include an “R” number is necessary prior to producing any artwork** necessary for a project.

3. **Project Completion**

   Please see the quick reference guide on the next page for standard production times.
**QUICK REFERENCE FOR PRODUCTION GUIDELINES**

*Subject to change based on vendor used and scope of a project*

Times indicated are based on project request forms received by 1 p.m. on a business day.

<table>
<thead>
<tr>
<th>Project</th>
<th>Standard Quantity</th>
<th>Standard Quote Time Needed</th>
<th>Standard Production Time Required</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>AFTER Artwork is Released to a Vendor</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Prior to Noon on a Monday-Friday.</strong></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>(Items submitted on Friday after Noon will be processed the following Monday.)</td>
</tr>
<tr>
<td>Posters/Postcards</td>
<td>1-249</td>
<td>24-72 hours</td>
<td>48 hours</td>
</tr>
<tr>
<td>Tri-Fold or bi-fold brochures</td>
<td>250-500</td>
<td>48 hours</td>
<td></td>
</tr>
<tr>
<td>Programs</td>
<td>500 or more</td>
<td>From 48-72 hours <strong>based on vendor used</strong></td>
<td></td>
</tr>
<tr>
<td>Ads</td>
<td></td>
<td>24-72 hours</td>
<td>Based on scheduled insertion date</td>
</tr>
<tr>
<td>Banners</td>
<td>1-5</td>
<td>Over will vary based on size, artwork, etc.</td>
<td>At least 72 hours from receipt of final/approved artwork</td>
</tr>
</tbody>
</table>

*Special circumstances: Please see additional project-specific information below*

**New Projects**

Depending on design needs, scope of project and uniqueness of identity/art needed, new projects may take an additional five to seven days in production.

**Updating Existing Print Pieces**

While updating an existing project is a fairly simple process, please allow an additional 24-48 hours from the above production time based on workflow.

**Creating New Design for Existing Print Pieces**

A design for a particular piece should have a shelf life of two years. If an existing project has been identified as warranting a new design, please allow an additional three to five days to the above production time.

**eMarketing Services**

**EBlasts and Surveys**

- Please allow 48-72 hours from the time of your request.
- Optimal production and dissemination of eblasts and survey eblasts happen when the “send” date is identified and mailing list is received or identified (if using an in-house listserv) at the time of the request.
Mailing lists necessary for production of all phases of a project (mailing, eblast or survey) should be provided at the beginning of a project in the form of a CSV or Excel file.