

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>.
- **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.

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

***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 work flow.

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 listserve) 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.