

MARKETING AND COMMUNICATIONS CREATIVE LEAD TIMES

PROJECT	TOTAL LEAD TIMES	CREATIVE LEAD TIME (from PRF submission)	PRODUCTION LEAD TIME (upon PO approval)
CREATIVE AND DESIGN (ALL COPY MUST BE REVIEWED BY THE COMMUNICATIONS AND PUBLIC RELATIONS TEAM FIRST)			
Unit & Department Logos	1 week	1 week	N/A
Custom Logos	2 weeks	2 weeks	N/A
Email Graphics & Headers	2 weeks	2 weeks	N/A
Graphics for Campus Monitors	2 weeks	2 weeks	N/A
Marketing Ads	2 weeks	2 weeks	N/A
Flyers	3 weeks	2 weeks	1 week
Billboards	4 weeks	4 weeks	N/A
Awards & Posters	4 weeks	3 weeks	1 week
Banners & Yard Signs	4 weeks	2 weeks	2 weeks
Postcards / Invites / Handouts	4 weeks	2 weeks	2 weeks
Bi-Fold & Tri-Fold Brochures	5 weeks	4 weeks	1 week
Orientation Guides & Handbooks	6 weeks	4 weeks	2 weeks (if printed)
Stewardship & Appeal Fund Pieces	6-8 weeks	2-4 weeks (each)	4 weeks
Commencement Programs	9 weeks	6 weeks	3 weeks
J.Scheidegger Season Brochure	9 weeks	6 weeks	3 weeks
Large Event Print Collateral (Dark Carnival, Homecoming, etc.)	9 weeks	6 weeks	3 weeks (if printed)
Retractable Banners & Photo Backdrops	9 weeks	4 weeks	5 weeks
Decals (ex. Parking Decals)	9 weeks	3 weeks	6 weeks
Info / Display Board Panels	11 weeks	8 weeks	3 weeks
Program / Degree Slicks	3 months	8 weeks	4 weeks
Annual Report	4 months	3 months	4 weeks
Admissions Viewbook & Support Pieces	7 months	6 months	4 weeks
COMMUNICATIONS AND PUBLIC RELATIONS			
Digest Submission	3 business days	3 business days	N/A
Admissions Communications Email Edit	3 business days	3 business days	N/A
Single Admissions Communications Email Request (with recipient list included)	1 week	1 week	N/A
Single Admissions Communications Email Request (without recipient list)	2 weeks	2 weeks	N/A
Sequence of Admissions Communications Emails	2-3 weeks	2-3 weeks	N/A
Press Release or Website Story	3 weeks	2 weeks	1 week
Copy Editing (20 pages or less)	2 weeks	2 weeks	N/A
Copy Editing (Greater than 20 pages)	4 weeks	4 weeks	N/A
WEBSITE AND DIGITAL			
Website Edit	3 business days	3 business days	N/A
New Webpage	2 weeks	2 weeks	N/A
CMS Access	2 weeks	2 weeks	N/A
PHOTOGRAPHY AND VIDEOGRAPHY			
New Photography / Photo Shoot	3 weeks	2 weeks	1 week
Videography / Video Shoot	4 weeks	2 weeks	2 weeks
SOCIAL MEDIA			
Request Event Coverage	2 weeks	N/A	N/A
Share an Announcement	2 weeks	N/A	N/A

ALL REQUEST MUST BE SUBMITTED ONLINE AT WWW.LINDENWOOD.EDU/PRF