

Marketing Request Form Timelines

Advertisement	Timeline
Digital	2-3 weeks
Print	3-4 weeks
Direct Mail	4+ weeks
Podcast	5+ weeks
Radio	5+ weeks
Television	Timeline will vary
Other	Timeline will vary

Collateral (Printed)	Timeline
Edit Existing Piece	3 weeks
New small piece (single sheet)	4-5 weeks
New medium piece (Gatefolds/trifolds/bifolds)	5-6 weeks
New Large Piece (multi-page publication, etc.)	6 weeks
Admissions	4-6 weeks
Other	Timeline will vary

Collateral (Digital)	Timeline
Edit Existing Piece	1 week
New small piece (single sheet)	2-3 weeks
New medium piece (Gatefolds/trifolds/bifolds)	3-4 weeks
New Large Piece (multi-page publication, etc.)	4 weeks
Admissions	2-4 weeks
Other	Timeline will vary

Email Support	Timeline
Automated Email Campaign	3-4 weeks
Individual Email	3-4 weeks
Other	Timeline will vary

Supporting Materials for Event	Timeline
Banner	4 weeks
Invitation (digital)	3-4 weeks
Invitation (physical)	3-4 weeks
Postcard	3-4 weeks
Poster / Flyer	3-4 weeks
Promotional Items	5-6 weeks
Save the Date	1 week
Website/Webpage	Timeline will vary
Other	Timeline will vary

Event Support (Promotion Needed)	Timeline
Add to Website Event Calendar	3-4 days
Advertising (Digital / Print)	2-5 weeks
Email	3-4 weeks
Social Media	2 days - 2 weeks
Website/Webpage	Timeline will vary
Other	Timeline will vary

Compliance	Timeline
Media Compliance Review	1-2 weeks

Multimedia (Video/Photoshoot)	Timeline
Video Filming	Timeline will vary
Video Editing	2 weeks
Photoshoot	Timeline will vary
Other	Timeline will vary

Public Relations	Timeline
Crisis Response Plan	Immediate
Media Statement	1 day (unless urgent which will be completed ASAP)
Media Training	2 weeks
Podcast Appearance	1 week
Press release	2 weeks
Thought Leadership Article	2 weeks
Other	Timeline will vary

Social Media	Timeline
Graphic Request	1 week
Single Post	2 days - 2 weeks
Social Campaign	2 weeks
Other	Timeline will vary

Website	Timeline
Update Existing Page or Asset	1 week
New Page / Section - Existing Layout	1 week
New Page / Section - New Layout	2-4 weeks
New Website	8+ weeks
Other	Timeline will vary