

Marketing Request Timelines

Please note that the following timelines are estimates only, meant to help departments plan their requests. All days listed are business days, and **they do not include any promotional time (ie amount of time the posters/satv ads are up to promote an event).**

We cannot guarantee any estimates, as they are subject to our workload and printer's schedule at the time of the request. If we foresee a delay, we will inform the requester as soon as possible.

This list is not comprehensive. If an item or service is not listed here, please ask us directly.

Please reach out if you are concerned about the viability of your timeline.

DESIGN

minor updates to existing work
1 week

brand new concept
3 weeks

if you need printed/physical items, add:

1 week
posters
handbills
bookmarks
certificates

2 weeks
large-format posters
pull-up banners
business cards
stickers

6 weeks*
most swag
(enamel pins,
tablecloths, apparel,
mugs, pens, notebooks,
lip balms, etc)

* depends on quantity and production method
(embroidery / screen printing / engraving /
embossing / etc), some orders may be faster.

SOCIAL

repost
1-2 days

scheduled post
3-5 days

content creation
and scheduling
2 weeks

on-site coverage
posting/stories
2 weeks

WEB

minor web updates
2 days

web page creation
1 week

website
4+ weeks**

** depends on scope/complexity of site. please
discuss with Licia prior to setting your deadline.