

## *Marketing Department*

# NORTHWEST UNIVERSITY

## *Project Timelines*

The dates below signify when Marketing requires a fully completed Project Brief in order to begin work on a project. Requests made outside of these timelines—or requests made that are not accompanied with a completed Project Brief—are not guaranteed a timely delivery, or guaranteed to be added to Marketing’s project list.

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### *Print*

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#### **PRINT AD**

2 weeks

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#### **POSTCARD | POSTER | POP-UP**

2 weeks

+2 weeks printing

+1 week mailing (postcards)

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#### **VIEWBOOK**

4 weeks

+2 weeks printing

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#### **MAGAZINE**

8 weeks

+2 weeks printing

+1 week mailing

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### *Web*

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#### **MINOR TEXT EDIT**

2 days

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#### **BLOG POST**

2 weeks

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#### **PAGE FUNCTIONALITY**

6 weeks

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#### **PAGE DESIGN**

10 weeks

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### *Digital*

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#### **FACEBOOK AD**

3 weeks

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### *Photography*

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#### **EDITED PHOTOS**

2–3 weeks

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### *Radio*

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#### **RADIO SPOT**

3 weeks

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### *Email*

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#### **EMAIL BLAST**

3 weeks

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