



OLD TRADITIONS
NEW DIRECTIONS

Marketing and Communications Projects Guidelines

| <u>Type of project</u> | <u>Turn around time</u> |
|---|-------------------------|
| Text only e-mail | 1-2 days |
| Graphics-based e-mail (graphics provided) | 2 days |
| Graphics-based e-mail (graphics developed by ASUAA) | 5 days |
| e-Newsletter using template | 3 days |
| Web site updates | 2 days |
| Web site construction (time frame depends upon amount of work required – writing, design, editing, etc.) | 5-15 days |
| Event registration page (time frame can be longer if graphics are to be designed for page) | 4 days |
| Simple flyer | 15 days |
| Brochure | 30 days |
| Postcard | 15 days |
| Print newsletter | 30 days |

Time frames do not include printing and mailing. Printing can take 5 – 10 business days depending upon printer availability. Mailing times vary dependent upon postage rate selected and final destinations of product. Check with post office to determine best time frames. All times are business days only and do not include weekends or holidays.

Please note that acceptable mail or e-mail time before an event is 6 weeks to properly inform attendees. To determine best time to submit work request, you must factor in project workload time, printing time (if applicable) and mail time by post office. It is the chapter's responsibility to plan for all these factors.