

## MarComm Project Request Timeline Guidelines:

The following project timelines are **a guide** to assist staff with planning for collaboration with the Marketing Department. The department will review requests as they come in and provide an estimated date/time of completion **based on the department's workload at the time**. The timelines are based on when limited revision time is required. **The project timeframe begins once the marketing & communications department confirms action on the project.**

Reviewing written material (1-3 pages)	10 business days
Reviewing written material (5 pages+)	12 business days
Writing content for a council publication	3 weeks prior to the publication's submission deadline
Copying/printing outsourced, such as 4-color offset printing or quantities in the 1000s	Time based on bid (usually 17-19 business days)
Branded E-mail Distribution (i.e. e-mail to event attendees)	10 business days
Document/Form creation	Time determined based on project
Minor editorial changes to existing material	
(electronic resource)	10 business days
(followed by in-house printing)	12 business days
(followed by outsourced printing)	13 business days plus time based on bid (7-10 business days)
Major editorial/formatting changes to existing materials	
(electronic resource)	10 business days
(followed by in-house printing)	10 business days
(followed by outsourced printing)	10 business days plus time based on bid (12-15 business days)
Collateral material with few graphics	12 business days (first draft)
Graphically-focused collateral material	15-17 business days (first draft)
Graphics/Logos creation and alterations	10 business days (first draft)
Web page creation/updates	8 business days (web content template must be submitted)

When a project has multiple components consider each component a separate project to consider the overall time required for the marketing & communications dept. to complete the project. The marketing & communications dept. will provide completion date within 48 hours of work order submission.