

C & M LEAD TIMES

INSTRUCTIONS

- * For projects where interviews are required, contact C&M for lead time.
- * If what you are looking for is not included, contact C&M.
- * Printing is in-house only. For offsite printing, add 1.5 weeks for delivery.
- * Please note: If your project involves mailing the finished product, the lead times below ends on the date you want them mailed, not the date they will be received or the date of the event, so please make sure you plan accordingly.
- * Large print quantities may affect lead time.

- * Submitted projects that do not adhere to these lead time requirements will be given a new completion date based on the lead time requirements. If we have resources available to complete the project early to meet your original requested deadline, we will do so.
- * Lead times are based on two rounds of proofing ONLY. During the first round, we expect all stakeholders to weigh in and make changes. The second round is for final approval. Additional rounds of changes will affect the deadline.



MATERIALS	No Printing			With In-House Printing		
	Content is provided and only proofing is needed	All info is given, but writing is required	Research and writing from C&M are required	Content is provided and only proofing is needed	All info is given, but writing is required	Research and writing from C&M are required
All Lead Times are given in WEEKS by working days ONLY. Does not include holidays						
Project						
Campaign - with multiple tactics (email, poster, postcard, invite, etc.)	6	7	8	7.5	8.5	9.5
Email	1	1.5	2	n/a	n/a	n/a
eNewsletter	3	4.5	6	n/a	n/a	n/a
Flyer 8.5x11	3	4	5	4	5	6
Handbill	3	4	5	4	5	5.5
Invitation	4	4.5	5.5	5	5.5	6.5
Invitation w/envelope	4	4.5	5.5	6.5	7	8
Magazine	n/a	n/a	20	n/a	n/a	23
Postcard - Mailed	3	4	5	4.5	5.5	6.5
Postcard - No Mail	3	4	5	4	5	6
Poster 11x14	3	4	5	4	4.5	5
Power Point Creation	3	4	5	n/a	n/a	n/a
Press Release	1	1.5	2	n/a	n/a	n/a
Print Ad/Banner Ad	3	4	5	n/a	n/a	n/a
Program - 1 page, no bindery	4	4.5	5	5	5.5	6
Program - multi-page w/bindery	4	4.5	5	6	6.5	7
Signage	3	4	n/a	Outside Vendor		
Tri-Fold Brochure - Mail	4	4.5	5.5	5.5	6	7
Tri-Fold Brochure - No Mail	4	4.5	5.5	5	5.5	6
Web Page Creation	3	4	5	n/a	n/a	n/a
Website Updates/Changes	2	3	3.5	n/a	n/a	n/a

PHOTOGRAPHY

Here are guidelines for requesting a photographer. However, we recommend contacting us 2-3 weeks in advance to better ensure availability

EVENT/PHOTO TYPE	TIMING
On campus, M-F between 8 and 5	3 days notice
Off campus, M-F between 8 and 5	2 weeks notice
Weekend Event	3 weeks notice
After Hours Event	3 weeks notice
Large Events	3 weeks notice
Photos needed for Social Media	Will be provided within 24-48 hours after shoot

VIDEO

FOR ALL VIDEO TIMEFRAMES, CONTACT YOUR C&M ACCOUNT EXEC
 ARTICLES AND WEB STORY REQUESTS CONTACT YOUR C&M ACCOUNT EXEC