Please use the following guidelines when planning and requesting marketing services. We will do our best to accommodate all requests, schedule permitting and in the order requests are received.

QUESTIONS? Contact COH-marketing@email.arizona.edu

>>> 8 WEEKS OR MORE
These items often require support from external suppliers, which can greatly affect turn-around times. We
• ALL large-scale or public events or conferences requiring marketing materials (flyers, invitations, promotions) AND/OR events with catering or COH Marketing staff oversight
• ALL professionally printed materials (color brochures, rack cards, trade-show displays)
• Videography / Photography Projects

>>> 5-8 WEEKS
• Events with limited marketing needs (flyers, promotion) AND/OR no catering or staffing requirements
• Advertising requests (print and digital)
• Small print projects (postcards, basic flyers)
• Reprints of existing professionally printed materials (rack cards, banners, etc.)

>>> 3-5 WEEKS
• Publicity support (newsletter submissions, press releases, event promotions)
• Reprints or minor updates to existing materials (in-house printing only)
• Room reservation requests (no staffing or promotion required)

>>> 2-3 WEEKS
• Reprints of existing materials (in-house printing only)
• Minor editorial changes to existing materials

>>> 1-2 WEEKS
• Projects accepted on a very limited basis or with very limited requirements for completion
  EXAMPLES: Time-sensitive Dean/Admin requests, emergency reprints of existing materials, time-sensitive photography shoot, time-sensitive public announcement

NOTE: Projects often can be produced within shorter time periods than stated above.
These timelines are provided as a safe guideline to account for others ahead of you in the queue and lead times needed to effectively publicize your event or produce your materials with external providers (printers, etc.)

SCHEDULING: You can submit requests for marketing support at any time throughout the year. However, there are several high-volume periods where requests and new projects will take longer to process or initiate. To secure placement on our annual marketing calendar, it is recommended that you submit and discuss your needs for the upcoming academic year in the spring semester prior to that year (i.e. spring 2020 for academic year 2020-21).