

# PR & MARKETING DESIGN TIMELINES

Please include PR & Marketing in your project's management plan!

Including PR as soon as you begin planning your project or event is the best way to ensure timely turnaround.



## IMPORTANT!

Projects that need printing (either by the Wallace Print Shop or from an outside vendor) will require additional production time beyond the design creation timelines listed. Print and advertising costs require department funding.

Project requests must be submitted by PR & Marketing Request Form located on SharePoint.

Complete project details should be included with the request form.

Project timelines begin after receipt of complete details.



WALLACE  
COMMUNITY  
COLLEGE

Website Approvals: Two days

Social Media Photos:  
Posted within one week  
Banners,  
Flyers,  
Invitations,  
Logos,  
Monitor Artwork,  
Promo Item Artwork,  
Postcards,  
Press Releases/Media  
Notifications,  
Rack Cards:  
Two weeks

Print/Digital Ads:  
Three weeks (two  
weeks production, one  
week placement  
scheduling

Video Production:  
Three weeks to one  
month, depending on  
project

Radio/TV Ads: Minimum  
of one month

Major event PR:  
Minimum one month

**For more info:**  
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