

# Quick Reference Guide

## Requesting Communication & Marketing Support

We have forms for you to:

**Request Video Work**

**Request Photography**

**Request Institutional Backdrops**

Or you can **Request Marketing Work** for:

- Advertisement
- Application/Form
- Brochure
- Calendar
- Card/Invitation
- Catalog/Magazine
- Certificate/Plaque
- Writing for letter, social media or other text needs
- Display graphic (e.g. banner)
- Electronic template
- Folder/Report cover
- Formstack (online form) update
- Grant or partnership consultation
- Graphic for web or social media usage
- Newsletter
- Postcard (flat)
- Poster/flyer
- Presentation slides or materials
- Press release
- Printing service
- Product graphics
- Reprint (no edits)
- T-shirt or other promotional material (giveaway, swag, etc.)
- Website update

General time lines for projects, including printing or production time:

- |  |           |  |           |
|--|-----------|--|-----------|
| • Ads/Web Graphics                       | 3-4 weeks | • Electronic templates (email, PowerPoint, Word, etc.) | 2 weeks   |
| • Applications/Forms                     | 2-3 weeks | • Product Graphics/Plaque/T-shirt/Swag                 | 3-4 weeks |
| • Brochure/Calendar/Newsletter           | 6-8 weeks | • Signage (billboard, directional, display)            | 3-4 weeks |
| • Card/Flyer/Invitation/Mailer/Postcard  | 4-5 weeks |  |           |
| • Certificate/Folder/Poster/Report Cover | 2-3 weeks |  |           |

**Design Time Lines** ([goo.gl/MMsYBi](https://goo.gl/MMsYBi))

Continue using the online **Storefront** ([anderson.edu/storefrontorders](https://anderson.edu/storefrontorders)) for stationery items, including business cards, letterhead, envelopes, notecards, and magnetic name badges.

If you have questions regarding work done by Communication & Marketing staff, please contact our project coordinator at [publications@anderson.edu](mailto:publications@anderson.edu) or x4258, for assistance.