



Marketing Support Services Request

Date:
Requestor Name:
Email: Phone:
Department: Campus:
Supervisor Name:
Supervisor Email:

Project Information

Project Title:
Project Description and Purpose:

Key Messages, Program Benefits, etc.

Date Needed: New Reprint/Revision
Budget:

Target Audience

Prospective Students – High School
Prospective Students – Adults (Age Range)
Current Students – Program(s)
Parents
Faculty/Staff
Alumni
Donor(s)
Community/Partner(s)
Other:

Type of Marketing Service

Brochure			
Fact Sheet			
Email Template			
Handout			
Flyer			
Poster/Sign			
Electronic Signage			
Print Ad			
Publication Name			
Publication Contact Name			
Publication Contact Email			
Ad Size (Specifications by inches, pixels, etc.)			
Color		Black/White	
Pull-Down Banner		Quantity	
Direct Mail		Quantity	
Postcard		Quantity	Size
Greeting Card		Quantity	Size
Invitation		Quantity	
Video (For marketing purposes; not course development)			
Website Updates		URL	
Social Media		Facebook	Twitter
Promotional Item		Quantity	Description
Other			

For photography services, email PCMREQ@mailbox.sc.edu; photography and videography for online programs will be coordinated with your respective campus.

Project Timelines

Requests for projects – *particularly printed pieces* – will require an additional 10 working days to accommodate time needed for draft revisions, final edits and proofing. These timelines do not include the time required for printing, which will be available from the vendor at time of order.

In addition, photos/artwork that you provide should be at a resolution of at least 300 dpi (high resolution) for print design. If you're copying an image from a website, it will generally be too small for use (low resolution).

Print Advertisements (20 work days)

Social Media/Website (varies)

News Releases (15 work days)

Promotional Items (10 work days)

Brochures/Collateral Materials (varies)

Banners/Table Top Displays (15 work days)

Logo Usage (4 work days – if approved)

Photography (20 work days to outsource)

Certificates (10 work days)