

MARKETING WORK REQUEST

EMAIL FORM TO MAC@STCHAS.EDU
or SEND TO MARKETING, ADM 1121



MARKETING & COMMUNICATIONS DEPARTMENT

SECTION 1: Work Title and Authorization

MIN. 10 BUSINESS DAYS LEAD TIME EXCEPT WHERE NOTED IN SECTION 2.

Today's Date: _____ Event Date: _____

Name of Project or Event to Be Promoted:

New Project or Complete Redesign Revision of Past Project

Person Placing Order:

Contact Phone or Email:

Department/Club/Organization:

Budget Number (Required if filling out Section 3):

Signature (Must be signed by one of the following: appropriate VP, dean, director, or student club sponsor.) When submitting form electronically, you must cc: authorized person.

Use SECTION 5 to explain communication goals, including target audience(s). Or attach info. **Questions before submitting?** Call 636-922-8080 to speak with the director of Marketing & Communications. Call 636-922-8275 for help determining the correct category in Section 2.

MAC DEPT. USE ONLY

Received _____			
Logged	Assigned	Job Number	Completed

SECTION 2: Jobs Needed. Place a check next to each item/service needed and indicate a due date. **DUE DATE FIELDS LEFT BLANK OR MARKED "ASAP" COULD DELAY YOUR PROJECT.** For multiple due dates with the same project code, mark "SECTION 5" in the date field and use **SECTION 5** on p. 2 to specify individual due dates. Projects (new/redesign) that require more than 10 business days lead time are noted below in italics with an asterisk.

There is **NO CHARGE** for MAC services – only for consumable materials. For a **PRICE LIST AND COMMON SIZES OF PRINTED MATERIALS**, please see the SCC portal "**LEAD TIMES/PRICE LIST**" under the **MARKETING & COMMUNICATIONS** section. Custom sizes may require additional lead time.

<p>General PR & Advertising Due Date</p> <p><input type="checkbox"/> Advertisement, Paid (A) _____</p> <p><input type="checkbox"/> Copywriting (J) _____</p> <p><input type="checkbox"/> News Release (J) See Section 5 _____</p> <p><input type="checkbox"/> Photography (H) See Section 4 _____</p> <p><input type="checkbox"/> Social Media, Paid (A) See Sec. 5 _____</p> <p><input type="checkbox"/> Social Media, Unpaid (Z) _____</p>	<p>Print Marketing & Comm. Due Date</p> <p><input type="checkbox"/> Banner (includes scheduling) (Q) _____</p> <p><input type="checkbox"/> Booklet/Program* (w/ cover) (K) _____</p> <p><input type="checkbox"/> Brochure* (B) See Section 3 _____</p> <p><input type="checkbox"/> Campus Map/Diagram (M) _____</p> <p><input type="checkbox"/> Cover Design (no booklet) (V) _____</p> <p><input type="checkbox"/> Flier (up to 8.5x11) (Y) See Section 3 _____</p> <p><input type="checkbox"/> Invitation* (printed) (I) See Section 3 _____</p> <p><input type="checkbox"/> Postcard/Notecard* (U) _____</p> <p><input type="checkbox"/> Poster (11x17, 24x36) (P) See Section 3 _____</p> <p><input type="checkbox"/> Signage* (includes scheduling) (S) _____</p>	<p>Additional Services Due Date</p> <p><input type="checkbox"/> Certificate Design (R) _____</p> <p><input type="checkbox"/> Envelope/Stationery (E) _____</p> <p><input type="checkbox"/> Form (F) _____</p> <p><input type="checkbox"/> Promo Item* (X) (please account for vendor's delivery time) _____</p> <p><input type="checkbox"/> Tickets (T) _____</p> <p><input type="checkbox"/> Other (W) Specify Below: _____</p>
<p>Digital & E-Communications Due Date</p> <p><input type="checkbox"/> Campus TV Monitor Slide (C) _____</p> <p><input type="checkbox"/> CougarNews Inclusion (O) See Sec. 5 _____</p> <p><input type="checkbox"/> Email & E-Marketing (D) _____</p> <p><input type="checkbox"/> Invitation (electronic) (I) _____</p> <p><input type="checkbox"/> Logo Design/Artwork (L) _____</p> <p><input type="checkbox"/> SCCoop Email (O) See Section 5 _____</p> <p><input type="checkbox"/> Video Editing/Graphics* (G) _____</p> <p><input type="checkbox"/> Videography* (H) See Section 4 _____</p>		

NOTE: To order business cards or name badges, submit the **Business Card Request** form or **Name Badge Request** form to Marketing. See Intranet forms under [Marketing & Communications](#).

SECTION 3: Printed Projects Only. Complete white area below for all printed pieces checked above (some info may not apply to every item; complete blanks as appropriate). The MAC Department charges only for materials used (i.e. paper, ink, etc.). Writing, design, consultation, coordination are provided free of charge.

CLIENT USE: Complete blanks as appropriate below.

MAC DEPARTMENT USE ONLY

Item	Master Copy Only	Qty.	Size	Color or B/W	Mounted (M) Unmounted (U) Reuse Foamcore That I Provide (R)
<i>EXAMPLE OF ORDER FOR 8.5x11 FLYER (Y):</i>					
Y	<input type="checkbox"/>	100	8.5x11	C	U
	<input type="checkbox"/>				
	<input type="checkbox"/>				
	<input type="checkbox"/>				
	<input type="checkbox"/>				
	<input type="checkbox"/>				
	<input type="checkbox"/>				

Item	Poster Ink Coverage (P / F)	Print Qty.	Duplex (Y or N)	Paper: Regular, Gloss or Cover (R / G / C)	Banner Material Used (per foot)	Add'l Supplies Used (describe)
<i>EXAMPLE OF ORDER FOR 24x36" POSTER (P):</i>						
P-1	F	12	N	R		Reg. foam core, 36" tape

SECTION 4: Photography / Video Photos and videos should be promotional in nature.

What will be photographed/recorded?

Location of shoot:

Time and date of shoot:

The date is flexible.

Option 1: Option 2: Option 3:

How photos will be used – for print publication, website, etc.:

Do you need the photo(s)/video burned to a CD/DVD (for a small fee)? YES NO I WILL DOWNLOAD FROM PORTFOLIO ONLINE

SECTION 5: Notes Please use this space for notes, budget, additional due dates, etc. – for client or MAC use. Include as much detail as possible!

Separate info attached to form or email.

Estimated budget: _____