

This planner is to help enhance our partnership with you to achieve your marketing goals and those of EOU. Please complete the form to your comfort level. We will review it with you as a starting point and baseline for implementing your project. Thanks!

PLANNING:

Project Name

Type (brochure, newsletter)

Client/Contact

Focus of Project.....

Potential Users/Markets

.....

Key Messages & Elements.....

.....

End Result/Action Desired.....

.....

DESIGN:

Budget Responsibility

Quantity.....

Size/Format

Color(s)

Photos.....

Design concepts

Is this a direct mail piece? Yes No If yes, who is processing the mailing.....

Aux. Items (enclosure envelopes, postage rates).....

.....

TIMELINE:

Needed in-hand by Send to print by Final proof by.....

Design proof by Copy proof by

NOTES:

- Please consult with University Advancement on all projects prior to establishing deadlines.
- Plan from bringing a project to UA a minimum: 1.5 weeks for a single-color job; 3 weeks for 2-3 color; 6 weeks for a full-color project.
- Campus clients should produce their own internal flyers, posters, invitation, etc.
- Campus clients wishing to produce external media and marketing (i.e. press releases, advertising or brochures) must coordinate with University Advancement.