

PR Project Lead Times

Please note:

These lead times are our best guess for how long it will take to complete each project, based on what our schedule looks like during our busiest times of the year. **In other words, this is hopefully the *most* amount of time it would ever take us (barring unforeseen circumstances with third-party vendors and/or equipment) to complete your project.**

Most likely, we will be able to accommodate your needs in less time, so please contact us even if you can't give the full lead time listed below. If our schedule is full at the moment and we aren't able to fully accommodate your request in-house, we will do what we can to help you complete the project with the assistance of a vendor or a freelance writer, designer, or photographer.

Print Projects*

- Booklet/Calendar/Magazine (up to 24 pages) 12 weeks
- Brochures (new design) 10 weeks
- Brochures (reprints) 5 weeks
- Forms (new design)
 - 1 page 6 weeks
 - 2-4 pages 7 weeks
 - 5+ pages 8 weeks
- Forms (reprints)
 - 1 page 4 weeks
 - 2-4 pages 5 weeks
 - 5+ pages 6 weeks
- Logos/T-Shirt Designs (not including production) 5 weeks
- Note Cards/Note Pads/Stationery/Envelopes 6 weeks
- Posters 7 weeks
- Post Cards (new design) 7 weeks
- Post Cards (BRM) 6 weeks
- Print Projects – small (reprints) 4 weeks
- Print Projects – large (reprints) 6 weeks
- Programs
 - 4 pages 6 weeks
 - 8 pages 8 weeks
 - 12 pages 10 weeks
- Signs/Banners/Truck Designs (not including production) 6 weeks

Advertising and Promotional Services*

- News Release 3 weeks
- McKinley Sign (space is first come, first served) Beginning of the Semester
- Print Ads (new design) 5 weeks
- Print Ads (reprints) 4 weeks
- Radio Ads 8 weeks

****Project lead times will be extended for projects requiring copy writing, photo shoots and mailing services. In addition, these times are based on one round of revisions for each project. If multiple proofs and revisions are requested, the lead time will need to be extended accordingly.***