

Marketing Request Form

General Information:

Original

Re-Order with Edits

Project Title: _____

Primary Contact(s): _____ Date Required: _____

Reason for Request: _____ Business Unit: _____

Planning Information:

Digital

Equipment

Literature

Merchandise

Quantity: _____ Material(s): _____

Size: _____ Finish(es): _____

Total Budget: \$ _____ Unit Price: \$ _____

Description: (Please provide as much information as possible)

Please submit this form to Sara Harper, Marketing Coordinator, at sharper@newlifemills.com and CC your business manager. Original requests must have manager approval.

Marketing Request Process and Timelines

1. **Make Request.** Do this by filling out the form and emailing it to the Marketing Coordinator and CCing your immediate supervisor (and any other staff who should be aware of the project). Be as detailed as possible.
2. **Provide Content.** Send all content to Marketing Coordinator (text, graphics, pictures etc.)
3. **Project Creation.** The Marketing Coordinator brings the project to life.

Project	Estimated Timeline*
Small Print Projects (single page handouts, ads, forms, banners)	4-7 days
Project Update (not a new project, making updates to an already existing project)	2-7 days
Large Print Projects (multi page booklets)	2-3 weeks

**These are only guidelines. Timelines may change depending on the project and workload of the Marketing Coordinator*

4. **Editing.** In order to ensure the final product is the best it can be, every project is subjected to a thorough editing process. THIS CAN TAKE SEVERAL DAYS TO WEEKS.
5. **Approval.** All projects must be approved by management before being sent to print This could be one or multiple of the following: Species Manager, Sales Manager, Mill Manager, Vice President.
6. **Printing.** Once final approval is received, the project will be sent to print (or ordered).

Project	*Estimated Timeline**
Advertisement	2-5 days
Banner & Event Furniture Booking	4-7 days
Business Cards	1-2 weeks
Merchandise (shirts, pens, swag)	2-4 weeks
Name Tags	1-2 weeks
Print Material (letter size 1 page, double-sided)	1-2 weeks
Print Material (letter size brochure, ex. Species Manual)	2-4 weeks
Pull Up Banner	3-5 weeks
Website Update – Content	1-2 days
Website Update – Graphic	1-2 days

***These times are from final approval to delivery of the final product.*

****Due to COVID-19, some items may take longer than usual to arrive.*

When should I make a Marketing Request?

I need the project in the....	I should make a Marketing Request in the ...
December	October
April*	December*
June	April
September	June

**Spring is the Marketing Busy Season, therefore more time is needed to complete projects*