UNIVERSITY OF SOUTH CAROLINA

PALMETTO COLLEGE

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 <u>you</u> 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)