

## Consider services needed:

- translation
- logo, letterhead, business card
- calendars, postcards
- brochure, pocket folder
- poster, presentation product
- custom binder and/or dividers
- custom packaging/kits
- illustrations, photography
- promotional gift: pens, magnets
- sign, banner, flag
- information flier, newsletter
- billboards/outdoor advertising
- media buying
- TV/radio commercial
- CD, VHS, DVD, cassette
- direct mail fulfillment, lists
- newspaper/magazine print ads
- annual report, plan, catalogue
- bus wrap or vehicle striping
- trade show display, tags, labels
- telemarketing, focus groups
- website design
- other: \_\_\_\_\_

## Be prepared with answers to the following questions:

1. Who will be receiving this product (target market)? Be specific as to age, sex, ethnicity, location, etc.
2. What quantities will you need (total printed pieces, videos, CDs, promotional items, etc.)? Please understand that in printing there are fixed costs in film, plates and related materials. This means the price per piece decreases as your volume increases. Plan for a 6 month to 1 year supply. It may be cheaper to order a larger initial quantity than reprint in 6 months.
3. What logos, images, film footage, etc., must be included?
4. What do you want your product/campaign to accomplish?
5. Who will be the contact person for this project (within your organization)? A well-organized individual to supervise project timeline.

**PROJECT/CAMPAIGN TITLE:** \_\_\_\_\_

**PO/Req #:** \_\_\_\_\_ **Budget \$** \_\_\_\_\_

*Use this Timeline Planner to help you prepare for the stages involved in completing your project on time and on budget. The suggested timeframes below are a general guide and can be adapted when there are special "rush" circumstances in order to meet your deadlines and funding commitments.*

To develop your timeline, start with the date your product/campaign must be delivered and work backwards, using the weeks suggested below as a guide to count back the weeks on a calendar. *Consider holidays and staff vacations.* For bilingual projects that need translation, add extra weeks for design production, proofreading, etc., **AFTER the English version has been completed and approved.** Changes made to the English after the fact can be costly and time-consuming. Play it safe: add in extra days for unforeseen delays or problems.

\_\_\_/\_\_\_/\_\_\_ **Delivery.** Date that the final product needs to reach your market or warehouse and/or airing of commercials.

\_\_\_/\_\_\_/\_\_\_ **Assembly.** 1–3 weeks (depending on scope of project).

\_\_\_/\_\_\_/\_\_\_ **Printing.** Overnight to a few weeks, depending on scope of project. Prepress, proofs, film, blueprints, printing, diecuts, drying, bindery.

\_\_\_/\_\_\_/\_\_\_ **Proofreading.** Overnight to 2 weeks. Professional proof-reading after final draft has been reviewed and approved by all decision-makers.

\_\_\_/\_\_\_/\_\_\_ **Client Review.** 1–3 weeks. Review, proofing, revision and approval by decision-makers.

\_\_\_/\_\_\_/\_\_\_ **Production Design.** 3–12 weeks depending on complexity. Initial concept designs, copywriting, editing, second draft with revisions, meetings, image research or scanning, proofing and prepress.

\_\_\_/\_\_\_/\_\_\_ **Research & Quotes.** 1–3 weeks. Give the vendors your specs and answers to all the questions on both sides of this Timeline Planner so they can research quotes and develop a proposal.

\_\_\_/\_\_\_/\_\_\_ **Scheduling.** 1-5 days. Contact decision-makers involved in the project in order to plan vacation/schedule conflicts for future vendor meetings, project review and approval process.

\_\_\_/\_\_\_/\_\_\_ **Approved Copy.** Reviewed by all decision-makers and prepared in MS Word with a printed mock-up of project for initial vendor meeting.

\_\_\_/\_\_\_/\_\_\_ **Budget.** Meet with Purchasing to discuss budget and timeline.

## DETERMINE START DATE OF OTHER SERVICES AND WORK INTO ABOVE TIMELINE:

\_\_\_/\_\_\_/\_\_\_ **Translations.** 1–6 weeks depending on complexity. Translations and design *after the date the English portion is approved and completed.*

\_\_\_/\_\_\_/\_\_\_ **Custom Promotional Items and Displays.** About 2–6 weeks. Custom screen-printed binders, CDs, banners, gifts, packaging, etc.

\_\_\_/\_\_\_/\_\_\_ **Direct Mail.** 3–8 weeks. Copy, design, mailing list research or list cleaning/formatting, printing, addressing, assembly, metering, mailing.

\_\_\_/\_\_\_/\_\_\_ **Broadcast.** 4–10 weeks. TV/Radio or video pre-production scripts, storyboard, graphics, scouting location, talent search and scheduling, editing, printing custom labels and jackets, media plan.