

COMMUNICATIONS & MEDIA PRODUCTION LEAD TIMES

Lead times listed are **minimum** time estimates for turning in Communication Requests. Some projects may require more time depending on the complexity and current work load/schedule.

Always give more lead time if possible.

PRODUCTION LEAD TIMES

PRE & POST SERVICE SLIDE	2 WEEK
VERBAL ANNOUNCEMENT (all verbal must be in guide)	2 WEEKS
GUIDE (only) ANNOUNCEMENT	2 WEEKS
FACEBOOK (or other social media) PROMOTION	2 WEEKS
WEBSITE CHANGE / UPDATE	1 WEEK
WEBSITE ADDITION	3 WEEKS
POSTER, FLYER, OR REGISTRATION FORM (in-house)	3 WEEKS
E-MAIL OR GROUP TEXT	1 WEEK
POSTER, FLYER, POSTCARD (out of house printing)	6 WEEKS
T-SHIRT / SWAG	6 WEEKS

GENERAL COMMUNICATION AND PROMOTION GUIDELINES

Events using multiple methods of promotion should use longest lead time of items

All promotion for a single event must be consistent and adhere to the SFPC Style Guide

Any promotion or printed material NOT created by the media team must be submitted for approval before use (includes brochures, registration forms, posters, flyers, etc.)

All promotion that will be seen outside of SFPC must have the SFPC logo & contact information clearly visible