

# Ideal Communications & Marketing Production Schedule

	Teeny Project	Small Project	Medium Project	Large Project
<b>Examples</b>	<ul style="list-style-type: none"> <li>Marketing email</li> <li>Update a greeting card</li> <li>Update a flier using existing copy and a template</li> </ul>	<ul style="list-style-type: none"> <li>Redesign an existing Cascade website</li> <li>Design a poster</li> <li>Design a new flier with new photos and copy</li> <li>Make a 3-5 min. video with interviews</li> </ul>	<ul style="list-style-type: none"> <li>Design a solicitation mailing packet</li> <li>Create a Cascade microsite</li> <li>Write a story</li> </ul>	<ul style="list-style-type: none"> <li>Graduate school brochure</li> <li>Create a new Cascade website</li> <li>Madison Magazine</li> <li>Stewardship Luncheon</li> </ul>
<b>Creative meeting</b>	3 ½ weeks before delivery	6-7 weeks before delivery	10-11 weeks before delivery	16-18 weeks before delivery
<b>First proof</b>	1 ½ weeks before delivery	5 weeks before delivery	5 ½ weeks before delivery	7-8 weeks before delivery
<b>Approval</b>	1 week before delivery	3 weeks before delivery	3 weeks before delivery	3-4 weeks before delivery

