Georgia Southern University’s Office of Marketing and Communications’ main function is to promote and advance the University’s internal and external image and reputation. In addition to focusing on the University’s overall strategic priorities, the team also assists departments in the development of cost-effective marketing and advertising strategies designed to drive growth and visibility within individual programs and colleges.

Our team assists with providing planning, copywriting, design and production services. We also manage all placement and reservation of advertising including newspaper and magazine space, outdoor billboards, transit signs and broadcast time.

Additionally, we provide support that includes collaboration with our in-house creative services division to complete your project.

**PRODUCTION TIMELINES**

Are you curious about how far in advance you should plan your projects? Take a look below to find estimated production timelines for commonly requested projects ranging from brochures to postcards and digital pieces. These production time frames are estimates. Projects may take less or more time depending on the current marketing project queue and depth of the project.

Please Note: At least a two-week lead time is appreciated for all projects. Project time depends on the production method. A smaller quantity or less complex project can take 1-2 days for actual print time. Larger quantities or more complex projects printed can take 1-4 weeks.

### Produced Projects and Campaigns

- **Brochure (New):** 2–3 WEEKS (includes copywriting, editing and photography)
- **Brochure (Update Existing):** 1 WEEK
- **Custom Giveaway Items:** 1–2 WEEKS
- **Event Program:** 1 WEEK
- **Flyer/Datasheet (New):** 1–1.5 WEEKS
- **Flyer/Datasheet (Update Existing):** 2–4 DAYS
- **Folder:** 1–1.5 WEEKS
- **T-shirts:** 3–5 DAYS
- **Invitation (New):** 1–1.5 WEEKS
- **Invitation (Update Existing):** 2–4 DAYS
- **Letterhead/Envelope:** 2–5 DAYS
- **Postcard:** 1–1.5 WEEKS
- **Posters/Banners:** 2–5 DAYS
- **Project & Campaign Digital Support:** 1–2 DAYS
  (to be used with a campaign or project)

*Digital TV Signage, My Georgia Southern Slide, Social Media Slides, Webpage Image*

### Internal Digital and Web Needs (non campaign related)

- **Digital TV Signage:** 2 DAYS–1 WEEK
- **University Campus Calendar:** ACCESS GRANTED AFTER TRAINING
- **My Georgia Southern Slides:** 2 DAYS–1 WEEK
- **My Georgia Southern Stories:** 3 DAYS–1.5 WEEKS

### Social Media (one week advance notice is preferred for planning and creating of design elements)

- **Facebook/Twitter Postings:** 1 DAY
- **Facebook/Twitter Postings with Graphic:** 1–3 DAYS
- **Training:** TO BE SCHEDULED AS NEEDED
- **Social Media Directory Additions:** 1–2 DAYS
- **New Account Creation:** TO BE DISCUSSED ON A CASE-BY-CASE BASIS