

## Marketing and Publicity Procedures

- All requests for concert posters, radio spots, specialty programs (color, large format), postcards, ads, brochures, and slides for lobby TVs should be made by completing the form at [music.missouri.edu](http://music.missouri.edu) > Current Students/Faculty > Faculty Resources > Marketing Request Procedures.
- These requests will be sent to Joanna Griffith ([griffithjs@missouri.edu](mailto:griffithjs@missouri.edu)) who will then distribute each project to our designers based on type of project and designer work load.
- It is very important that deadlines are carefully monitored. Turn-around times will be longer than experienced in prior years. **Requests for concert posters, radio spots, postcards, ads, and brochures should be made 4-6 weeks prior** to the date the project is to be completed. Large projects (specialty programs or requests with detailed design needs) will require 6 weeks. Late requests may not be able to be accommodated.
- Slides for the lobby TVs will automatically be created and circulated for SoM ensemble concerts and faculty recitals. **Specific design requests for slides should be made 2 weeks prior to desired circulation date.** Slides designed by faculty or students should be sent to Joanna by Thursday at 10 AM in order to begin circulation on the following Friday. If you plan to create your own slide, please let Joanna know so we don't duplicate efforts. Slides should be submitted as a jpg and should be 1920 pixels x 1080 px (or 26.67" x 15").
- Please provide accurate information and specific instructions when submitting a marketing request. Each email exchange and additional edit between Joanna and the designers will affect the total project budget!