4-6 Months Out
• Planning Meeting with Marketing Manager
  The meeting is used to develop a creative brief and for the marketing manager to get an understanding of the vision for the project.

• Photography Session Planning
  All University publications must have high-resolution photography, therefore sessions must be planned in advance. You must schedule/complete photography sessions through your marketing manager prior to proofing/layout.

3 Months Out
• Final Copy and Photos Due to Marketing Manager
  Marketing manager will review content and make sure all materials are included. The university partner must provide all final photos and copy.

• Copy Proofing (7 days)
  Marketing manager will have content proofed before going to layout. This first proofing timeline depends on what is in the queue with the proofer at time materials received.

2 Months Out
• Layout (5 weeks/25 days)
  Once copy has been reviewed and approved, UofM creative team begins layout.

• University Partner Reviews Initial Proof and Provides Feedback (6 days)
  The initial proof should be reviewed by the University partner and dean/director.

1 Month Out
• Review Layout Edits/Proofed (5 days)
  Back to UofM Marketing for review of layout and to be proofed.

• Correction of Edits (5 days)
  Layout back to designer for review and editing.

• Final Edits (5 days)
  Layout goes back to UofM Marketing/university partners.

• UofM Marketing Final Review (3 days)

Production
• File Preparation (1-2 days)

• Magazine to Printer (10 business days)
  If adding features such as mailing, envelope insert or custom cover, etc. (Additional 5 days).

*This timeline is based on the minimum timeframe needed to create a high-quality piece that best represents your area and the University of Memphis in the best light possible. Failure to meet these timelines will cause magazine or publication to be delayed.