



## The Marketing Request Process

**Marketing Requests should be submitted three weeks in advance of when you want to begin your marketing plan.** Requests submitted less than three weeks will be accepted only if the graphic design team's workload permits. If the Creative Zone cannot accept your project, we will help you make other arrangements (i.e. designing your own flyer using Adobe Creative Suite in the Creative Zone).

1. As soon as you know your event/program details, please visit [www.sandiego.edu/associatedstudents/creativezone](http://www.sandiego.edu/associatedstudents/creativezone) and click on the "Submit Creative Zone Request." You will be required to use your MySanDiego username and password. Fill out the form and submit once completed.
  - a. Make sure to include a deadline that gives you sufficient time to advertise for your event/program after the entire marketing request process has been completed.
  - b. You can choose from three different marketing types: [1] 8.5"x11" flyer, [2] half sheets, and [3] quarter sheets. If another marketing type needs to be request, please fill out the "additional information" box at the bottom of the page.
  - c. Don't forget to give the exact amount of flyers needed, and remember to keep the posting policies in mind. Visit [www.sandiego.edu/eventplanning/marketing.php](http://www.sandiego.edu/eventplanning/marketing.php) for more information.
2. Once submitted, you will receive a confirmation email from the Creative Zone within 72 hours (3 business days). At the same time, the Creative Zone will assign the marketing request to one of the graphic designers, who will be in touch with you via email.
3. The actual design process will last approximately two weeks. During the first part of the third week, the assigned graphic designer will contact you regarding proofing edits. There are only two rounds of proofing edits. If you prefer to speak to the graphic designer in person for the two rounds of proofing edits, you may schedule an appointment with him/her.
4. Once proofing has been accepted, no more changes can be made. The marketing request will be approved by the SLIC Graduate Assistant overseeing the Creative Zone to ensure that the flyer meets posting policies and adheres to the University mission. This will take place during the last part of the third week.
5. After the marketing request has been approved, you will receive a final digital copy. If the event/program is AS-funded, the Creative Zone will oversee all duplications. Then, the Creative Zone will contact you once the flyers have been delivered and are ready to be picked up.

If you have any questions, please contact the Creative Zone at [usdcreativezone@gmail.com](mailto:usdcreativezone@gmail.com) or 619-260-7910.