



MARKETING REQUEST FORM

DOWNLOAD this form, complete and **email to** MarketingandPR@ccm.edu.

1. Today's Date:
- 2 . What do you wish to have covered, created or updated?
3. Select all that apply. Press Release Social Media Website Graphic Design
4. Name:
5. Email address:
6. Best phone number to reach you:
7. Department:
8. Has your dean/VP approved this request? Yes No
9. Date(s) of Event or N/A:
10. Time of Event:
11. End Date (if applicable):
12. For graphic design include a BRIEF description (newsletter, flyer, invitation, ad, etc. or N/A):
13. New or edits to an existing document? New Existing - filename or estimated time last updated:
14. Include all significant details. *If you **need more space**, you may attach a Word document to your email. Please do not send copy as a PDF, PPT, PUB, etc. Word document should contain your final copy with minimal, if any, formatting. **Do not use text boxes, graphs, or charts** in your Word document. These items should be submitted as photos, graphics or an Excel file.*
15. Caption for photo, including name of photographer if applicable or N/A:
16. Where will this event take place? Online On campus N/A
17. Cost (please note if free or N/A):
18. Link to register or purchase tickets:
19. Event contact and/or RSVP information (phone, email, etc.) if applicable or N/A:
20. Event website/social media handle if applicable:
21. Quote to include in press release (from student, professor, administration) regarding the value of the event or program.
22. Target audience? Select all that apply. Current students Prospective students Adult learners
Faculty and staff Local community Hispanic community Other
23. Please provide names of students and major, graduates, professors, staff and others involved and their hometowns - note if none. You may also submit a Word document. **Note: Performing Arts:** name, role and hometown are required; **Fine Arts and Design:** name, title of work, medium (painting, photo, etc.) and hometown are required; **Athletics:** name, sport, position, and hometown are required.
24. Will this document be printed, digital or both? Print only Digital only Both printed and digital N/A
25. Date needed to printing or N/A (*consult print shop*):
26. How will your document be printed? Please consult print shop. No printing required Color photocopies
Black & white photocopies 1 color offset 2 color offset 4 color offset (*must obtain an off campus vendor*)
27. Estimated quantity to be printed if applicable: 1-100 101-500 1,000 + No printing required
28. How will digital documents be distributed? Select all that apply. via email via website via social media

Please note that photography and videography are not included in the Marketing request.

When submitting this form, you can **attach a WORD document and any artwork to the email**. Please do not submit copy as a PDF, PPT, PUB, etc. Your Word document should contain final copy with minimal formatting. Do not use text boxes, graphs or charts. Those can be submitted as photos, graphics or in Excel. Art should be high-quality, 300 dpi is preferred. **If you have difficulty sending this form**, save and send as an attachment to MarketingandPR@ccm.edu.