WSU-Rochester's simplified process to market your program, tell your story, or support your event

Department: ____________________________
Contact Name: _________________________ Contact email/Phone: _______________________
Program/Campaign: _______________________________________________________

Have you made a request via WSU MarComm OneStop?  □ Yes  □ No
(If yes, explain below)
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Are there any current campaigns and/or efforts regarding this request?
□ Yes  □ No  (If yes, explain below)
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Start date: _________________
End date: _________________

Who are you currently working with?: _______________________________________

Description of Campaign Request:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Marketing Request for Support Form

Please identify your budget for this campaign and the cost center that will billed:

- **Budget**: $____________
- **Cost Center**: __________

What are your goals? What does the department hope to achieve by the completion of this campaign?

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

How will you and your department measure the success of this campaign?

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Marketing Materials needed:

- **Digital Media**
  - Yes
  - No
  - Date needed:______

- **Press Release**
  - Yes
  - No
  - Date needed:______

- **Print Collateral**
  - Yes
  - No
  - Date needed:______
    - If yes, please describe:
      - Ex. Postcard, brochure, one sheet: _____________________________
      - Quantity:_______
      - Giveaways
        - Yes
        - No

- Who will be arranging production? ______________________________
Marketing Request for Support Form

Marketing Menu

- **Radio Ad for one month**: $1,500
  - Production Time - 3 day lead time
    - Research, draft script, v/o, sales rep negotiation, etc.
    - Deadline for script: 2 weeks prior to recording date

- **TV Ad for one month**: $2,600
  - Production - $600 per :30
  - 3 months/30 second/morning/early/CW prime rotator
    - Deadline for script: 2 weeks prior to recording date

- **Geotargeting one month**: $1,500
  - Production Time - 3 day lead time
    - Deadline for content: 2 weeks prior to campaign start date

- **Print Collateral**: $150 - $1,000 (vary)
  - Postcard
  - 11X17 Tabloid/Poster
  - Brochure

- **Press Release**: $Unknown
  - Production - 4 weeks lead time
    - Deadline for script: 4 weeks prior to publishing date

- **Med City Beat Spotlight Series**: $500 per story (includes Facebook/web sponsorship)
  - Production - 2 weeks lead time per story

- **Photography**
  - 4 hour event - Brendan Bush Photography: $350
  - Headshots - $350 or 4-6 hours inhouse
  - Full-day photoshoot one location: $1,500
  - Production - 1-2 weeks for photos to be ready

- **Videography - Event OR Dept./Program Film** (content only, does not include on-air schedule or YouTube/Facebook sponsorship)
  - Panel-type Event (basic editing, no voice-over, no script writing): $800
  - Dept./Program 3 min video (intensive editing): $2,500

*Marketing requests are for WSU-R programming only*