



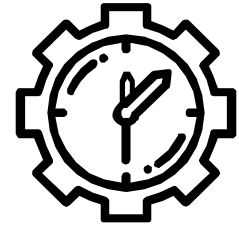
Design Promise

Creative Services enters all orders onto the production schedule board each day at 4:30 pm. Anything entered after 4:30 pm will be entered at the next day's scheduling.

*Special cases: if a deadline is needed that does not conform to the turn-around times listed below, please request permission from Chase to advance the deliverable in the production queue.

Allow ten days turn-around on anything not listed below.

View the live link on www.exchange-inc.com/resources then scroll down and click on "View Design Promise Board."



4:30 PM

Promise Board Update Each Day

Classified Publications

Weekly Exchange and Farmers' Exchange advertising.
All ads must be entered into CT before the press deadlines.

TYPE	TURN-AROUND TIME
Display ad	24 hrs
Another proof.....	24 hrs

Editorial and Event Publications

Chamber magazines, cookbook, and fairbooks.
All ads must be entered into CT before final ad deadline.

TYPE	TURN-AROUND TIME
Display ad	24 hrs
Publication Layout (article layouts, floating ads, etc.)	45 days target
Another proof.....	24 hrs

**Cases must truly be special, because every deliverable in the queue is just as important as every other one. It is harder for Creative Services to fulfill the design promise if deadlines change and/or priorities constantly shift.*

Website & Digital Marketing

Email campaigns, web banner ads, social media ads, and website design.

All information about website design must be entered into Basecamp before Creative Services can begin.

TYPE	TURN-AROUND TIME
Website Demo	48 hrs
Website Maintenance.....	24 hrs
Website Launch: Full launch and site goes live	30 days target
Single page site/Landing Page.....	72 hrs
Email Campaign	72 hrs
Web Banner Ads, Google, and Facebook Ads	72 hrs
Web Campaign (multiple ads and emails)	5 days
Social Media Banner Design.....	48 hrs
Another proof	24 hrs

Creative Services

Branding, spec ads, logo design, and copywriting.

TYPE	TURN-AROUND TIME
Spec Ad for print or web	48 hrs
Spec Campaign (multiple ads: three or more)	5 days
Logo Design	5 days
Business Card Design (existing template)	24 hrs
Business Card Design (new template).....	48 hrs
Copywriting (1,000 words and interview)	4 days
Song production.....	2 weeks
Small Branding Package (logo, business card, letterhead, social banner).....	2 weeks
Another proof.....	24 hrs
