



# Marketing Request for Support Form

Date Received \_\_\_\_\_  
(For WSU-R Marketing Use Only)

*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)

\_\_\_\_\_  
\_\_\_\_\_

<p><b>Are there any current campaigns and/or efforts regarding this request?</b></p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No (If yes, explain below)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Start date: _____</p> <p>End date: _____</p> <p>Who are you currently working with?: _____</p>
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**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?

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

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### 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 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