

PUBLICATION TIMETABLE WORKSHEET

*It's always best to specify the date by which your project needs to be completed, and work back from there.*

Publication \_\_\_\_\_

7-9 weeks before delivery date\* \_\_\_\_\_  
Concept meeting. (depending on complexity of final project and writing/photography assistance needed.)

6-8 weeks before delivery date \_\_\_\_\_  
Project to writer/requests for photography

4-5 weeks before delivery date \_\_\_\_\_  
Project to designer (includes time for several rounds of proofing/corrections)

3-4 weeks before delivery date \_\_\_\_\_  
Request to Business Office for database, mailing labels, etc.

2-3 weeks before delivery date \_\_\_\_\_  
Project to press. (projects of few pages and/or one or two colors take less time on press than larger, four-color projects.)

Target DELIVERY date\* \_\_\_\_\_

Target MAIL/DISTRIBUTION date \_\_\_\_\_

\*Make sure your delivery date leaves enough time to process your publication for mailing/distribution

**Sample**

Publication \_\_\_\_\_

7-9 weeks before delivery date\* 2/27 - 3/4  
Concept meeting. (depending on complexity of final project and writing/photography assistance needed.)

6-8 weeks before delivery date 3/6 - 3/10  
Project to writer/requests for photography

4-5 weeks before delivery date 3/17 - 3/24  
Project to designer (includes time for several rounds of proofing/corrections)

3-4 weeks before delivery date 3/30  
Request to Business Office for database, mailing labels, etc.

2-3 weeks before delivery date 4/7  
Project to press. (projects of few pages and/or one or two colors take less time on press than larger, four-color projects.)

Target DELIVERY date\* 4/28

Target MAIL/DISTRIBUTION date 5/3/06

\*Make sure your delivery date leaves enough time to process your publication for mailing/distribution