

Getting Publicity for Your Upcoming Event

The Office of Communications has many tools available to publicize campus events to the Vassar community, the general public, and the press, including press releases, posters, and invitations as well as listings in the VassarEvents e-newsletter and on the Infosite page of the Vassar website. Below is a rundown on what you need to provide us, and by when, so we can successfully promote your event.

Key to this process is you providing us notice and materials as early as possible. Even if you book a room months ahead of your event, that's when we want to start working with you. This is as true for a small lecture as for a major conference or event that a department or office is holding.

All text and images should be supplied in the body of an email OR as attached electronic files. Please avoid sending details in repeated emails.

Send materials to: promohelp@vassar.edu

Any questions about getting started? Ask us!

Posters and other print materials:

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Press releases:

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What We Need to Promote Your Event:

1 What items or services you need:

- Posters
- Invitations
- Press Release (*event must be open to the general public)
- VassarEvents e-newsletter listing

2 Event details:

- Speaker/performer/etc.
- Date/time/place
- Title
- Series title
- Sponsor(s)

3 Summary paragraph describing the importance of the event, topic, and/or speaker

4 Biographical paragraph

- *Only needed for a press release on a lecture or performance
- Text must be provided in a Word document or pasted into the body of an email.
- No CVs please.

5 Photos/Art Work:

- High resolution digital file (300 dpi or pixels/inch)
- Format: jpg or tif
- File Size: 1.5-2mb (minimum)
- Include caption info, and a photographer credit if available.
- DO NOT provide an image embedded in a word-processing or layout document (Word)

6 Your department contact for additional information, proofing, etc.

Additional instructions for posters:

Please note that we are unable to fulfill requests for posters submitted less than two weeks prior to the event date.

- Submit all text edited and proofed as you would like it to read in the poster.
- Quantity: standard campus distribution is 20-25 posters.
Larger quantities are available.
- Budget number: \$2.50 charge per poster to cover cost of materials.
There is no charge for design services.

Additional instructions for other print materials:

- Text and images as needed, supplied as electronic files and not embedded in other documents.
- Quantity: we can obtain estimates for printing as needed.
- Budget number: required for outside printing costs. *There is no charge for design services.*
- Due date

Lead Times for Typical Projects

Press Release

Information needed in advance:

Daily media	4 weeks
Regional media	5 weeks
Monthly media	9 weeks
Bi-monthly media	12 weeks

Print

Poster	3 weeks before the event (to have posters one week before event)
Postcard	4 weeks before mailing or distribution date
Brochure	4 weeks for single sheet, tri-fold, color brochure
Invitation	3 weeks for one- or two-color; 4 weeks for full color
Booklets	5-6 weeks for one- or two-color; 6-8 weeks for full color

Additional lead time may be required during the following peak times:

Prior to a break (October, Thanksgiving, Spring); the last 3 weeks of Spring semester; the month of December.