Marketing Materials Requests

Ever wonder where to go to request the materials you need to promote your concert, exhibition, lecture, performance or event? Well, here’s a handy guide, and it will require you to do two things to request posters, digital signage, social media assets, calendar entries, web site and blog promotion.

Just two.

Creative Services will design a suite of materials for you so you’ll have everything you’ll need for:

- **Posters** (11x17, and 24x36 for the Boutell Lobby)
- **Digital signs** (three sizes, one for the monitors in the Music Building, Stevens Building and Jack Arends Hall, plus two different sizes used by the monitors in residence halls and Holmes Student Center)
- Image for the **NIU events calendar**
- **Social media graphics** (Facebook, Instagram and Twitter)

Some examples of what you get:
To request these materials, you’ll need the basic information about your event, name, date, time, whether it’s ticketed or not and any details you’d like to provide about the content.

Send that two places - to Creative Services by filling out this form: www.niu.edu/emmc/marketing-creative-services/graphics-request.shtml (You don’t need to remember that URL, you can also go to go.niu.edu/marketing and click on the Creative Services link.)

You will need an account number for the form, it’s for tracking purposes only, there are no charges for any of this design work. The only cost you will incur is for the printing of however 11x17 posters you would like through the print shop (Integrated Media Technologies).

Then, you need to send your information to Andy Dolan (adolan@niu.edu) so he knows about your event, gets it set to run on the monitors and social media, makes sure it’s on the calendar, and features it on the NIU Arts Blog. In the School of Music you can also send your information to Brigid Findley (bcrawford@niu.edu).

That’s it.

One final tip. Please provide ample time for the design work, but also so that the promotion can run for a while to create awareness for it. A good rule of thumb is to submit your information no less than a full month before your event. More time is always appreciated, but at least a month will help you get the best results.