Schreiner University™

Postcard Creation Checklist

Design, printing, and mailing of postcards will generally require **at least 5-10 business days**, especially for large postcard orders. Printing and mailing alone will often need at least 5 business days to ensure on-time delivery.

Postcard orders of more than 5000 will usually need to be outsourced. Outsourcing may also be needed based on current capacity and resources.

For orders of 1500 postcards or more, it is best to check with the print shop and mail room in advance to be sure that they have the materials, time, and staff to handle a large order. **Print shop and mailroom availability is subject to change**, based on staff, machine function, workload, peak times (i.e. graduation), budget, and materials.

Is the marketing department designing your postcard?

Submit Marketing Request

- Form can be found on the brand page: **schreiner.edu/brand**

- In the request, please specify **number** of postcards needed, **size** of postcards, and **all text** that will be going on the postcards.

- Include any relevant images or what you'd like to include for images and graphics.

Approve Postcard Design

- Once the marketing department has completed the first draft of your postcard, we will email it to you for review.

- Please include all necessary parties in review in order to finalize the design.

Are you designing the postcard yourself?

Follow Brand Guidelines

- Brand guidelines and templates can be found at: **schreiner.edu/brand**

- For orders of 500 or more, an indicia will need to be included on the postcard.

- For color to extend to the edges of the postcard, a bleed and crop marks will need to be included, and your postcard will need to be laid out on a gang sheet.

- If you are unsure about any of the above, reach out to the marketing department through a marketing request or by emailing awhite@schreiner.edu, and we will be glad to help!

Submit for Review

- Submit your finished postcard through a marketing request for us to review it and make sure it follows brand specifications.

- We will respond with an affirmation or with any suggested changes before the printing process.

Printing

- Once design is approved, marketing will send a proof to the print shop and include you on the email. You will need to pick up your proof and review when it is ready.

- Once you approve the proof, the print shop will begin printing your postcards.

Mailing

- You will need to send your mailing list to the mail room in advance.

- Keep batches of mailing lists to 5000 per list.

- Allow several days for the mail room to print addresses and mail out your postcards.