

# Marketing Deadlines and Pricing

Each ministry of the church is to comply with the deadlines set forth as follows. Although each request is handled on an individual basis, please allow time for your budgeted items to be approved by the Church Administrator. Failure to meet the deadlines will result in a delay of materials being posted, announced or printed.

Marketing Approach	Deadlines	Associated Costs
Banners Inside of Church	Submit 45 days prior to your event date	<p><b>Creative No Cost</b>            (You are allowed 3 edits. Any edits beyond 3 will be charged at a rate of \$10.00 each time)</p> <p>There is a charge for printing depending on how many you need and when you need it. See your Event Project Lead for pricing.</p>
Banners Outside of Church	Submit 45 days prior to your event date	<p><b>Creative No Cost</b>            (You are allowed 3 edits. Any edits beyond 3 will be charged at a rate of \$10.00 each time)</p> <p>There is a charge for printing depending on how many you need and when you need it. See your Event Project Lead for pricing.</p>

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Business Cards (Personalized)	Submit 45 days prior to your event date	<p><b>Creative No Cost</b>            (You are allowed 3 edits. Any edits beyond 3 will be charged at a rate of \$10.00 each time)</p> <p>There is a charge for printing depending on how many you need and when you need it. See your Event Project Lead for pricing.</p>
Chamber of Commerce Website	Submit 45 days prior to your event date	No Cost
Direct Mailers (external)	Submit 60 days prior to your event date	<p><b>Creative No Cost</b>            (You are allowed 3 edits. Any edits beyond 3 will be charged at a rate of \$10.00 each time)</p> <p>There is a charge for printing depending on how many you need and when you need it. See your Event Project Lead for pricing.</p>
Email Blast (external-distribution 20,000)	Submit wording 45 days prior to your event date	\$100.00 per email distribution

Marketing Approach	Deadlines	Associated Costs
Email & Text Blast to Congregation	<p><b>Submit wording 45 days prior to your event date:</b></p> <ol style="list-style-type: none"> <li>1. Regular blast reminder sent out the Thursday before your event</li> <li>2. Save The Date blast sent out 30–45 days before the event and then 2 weeks prior to the event</li> <li>3. Registration blast sent out twice 45 to 60 days before the event and then 2 weeks prior to the event</li> </ol>	No Cost
Event Programs or Brochures	Submit information 45 days prior to your event date	<p><b>Creative No Cost</b>          (You are allowed 3 edits. Any edits beyond 3 will be charged at a rate of \$10.00 each time)</p> <p>There is a charge for printing depending on how many you need and when you need it. See your Event Project Lead for pricing.</p>
Flyers (8.5" x 11")	Submit 45 days prior to your event date	<p><b>Creative No Cost</b>          (You are allowed 3 edits. Any edits beyond 3 will be charged at a rate of \$10.00 each time)</p> <p>There is a charge for printing depending on how many you need and when you need it. See your Event Project Lead for pricing.</p>

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Logo Creations	Submit 45 days prior to your event date	<p>Creative \$75.00            (You are allowed 3 edits. Any edits beyond 3 will be charged at a rate of \$10.00 each time)</p> <p>There is a charge for printing depending on how many you need and when you need it. See your Event Project Lead for pricing.</p>
Mobile App Push Message (Reminder text will be sent out 2 days prior to your event)	Submit 45 days prior to your event date	No Cost
Newsletter (monthly, includes First-Time Guest)	The newsletter is published 1st Friday of each month. All write-ups and graphics are due 45 days before the newsletter is published. If a flyer for the event was <b>not created</b> or already in the bulletin, the "Newsletter Team" will use the submitted graphic/write-up for the event.	No Cost
Newspaper (depending on the paper)	Submit 45 days prior to your event date	See your Event Project Lead pricing.
Photography/Videography (Per event per person)	Submit 45 days prior to your event date	\$100.00 per event per person
Podium/Announcing Clerk	These announcements must be reviewed & approved by the Minister of Worship & Creative Arts 1 week prior to the Sunday of the announcement	No Cost

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Postcards (5" x 7")	Submit 45 days prior to your event date	<p>Creative No Cost (You are allowed 3 edits. Any edits beyond 3 will be charged at a rate of \$10.00 each time)</p> <p>There is a charge for printing depending on how many you need and when you need it. See your Event Project Lead for pricing. Turn-around time from MarCom is 5 to 7 days.</p>
Posters (any size)	Submit 45 days prior to your event date	<p>Creative No Cost (You are allowed 3 edits. Any edits beyond 3 will be charged at a rate of \$10.00 each time)</p> <p>There is a charge for printing depending on how many you need and when you need it. See your Event Project Lead for pricing.</p>
Public Service Announcements (PSA)	Submit 45 days prior to your event date	No Cost
Pulpit Announcements	These announcements are at the discretion of the Pastor's Office.	No Cost
Radio Announcements or Email Blast which includes Facebook	Submit 45 days prior to your event date	See your Event Project Lead for pricing.
Social Media	Submit 45 days prior to your event date	No Cost, unless you want to boost your event

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Sunday Bulletin (monthly)	Wording for distribution are due by the 3rd Friday of each month at 5:00 PM	No Cost
Video Announcements	<p><b>Submit on or before Tuesday by 5 p.m. before the following Sunday to be played in the video (ex. If you want to run video announcement on 3rd and 4th Sunday. Submit the request before or on the 3rd Tuesday by 5:00 PM CT.):</b></p> <p>1. Regular Announcements will run twice – 2 weeks prior to the event</p> <p>2. Save The Date Announcements will run once 30–45 days before the event and then 2 weeks prior to the event</p> <p>3. Registration Announcements will run twice 45 to 60 days before the event and then 2 weeks prior to the event</p>	No Cost
Video Skip per Ministry	Submit 45 days prior to your event date. Script must be vetted by Wayne Mebane. Recording will be 2 weeks before the Sunday you need it to play	\$45.00 per skit
Website Requests	A website ticket must be submitted at the following link by Wednesday at noon: <a href="https://wbcchurch.org/marcomform/">(https://wbcchurch.org/marcomform/)</a> Once approved, the information is placed on the website by 6:00 am the following Sunday.	No Cost

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Note: Normal turnaround time for graphic design is one week. However, if the authorized church representative request a turnaround for the same day/next day, a rush fee of \$45 is required to be paid before the design project can begin. As a reminder, due to the nature of digital art and graphic design, there are no refunds or exchanges. MarCom reserves the right to edit any and all content submissions prior to publication or communication for brevity and clarity.