Template Advertising Process

A Template advertisement is suitable for Print only. Use of other media requires a Campaign. RMIT University uses the services of Mitchells to produce low cost, quick turn around Template Ads.

**University Marketing**

1. Costs supplied by Marketing
   - Est. work time: one day
2. Marketing reviews copy and headline to ensure it is on Brand. Make changes or recommends alternatives if required.
   - Est. work time: two days
   - Est. work time: one day
4. Ad proof is received. Marketing proofs and sends to Portfolio.
5. Amendments made (only if errors made by Mitchells production team). Author's corrections are not permitted in Template Advertising.
6. Revised Proof #2 received (if required).
   - Est. work time: one day
7. Media despatch final artwork.

**Portfolio Marketing**

1. Portfolio completes Ad Request Form when requesting media costs. Provide objective, media preference, budget, headline and copy (or copy pointers)
2. Costs approved by Portfolio and headline and copy supplied. (If not already supplied.) Needs to be FINAL copy.
   - Est. work time: one day
3. Portfolio approves copy/headline or advises amendments as required.
   - Est. work time: one day
4. Proof sent to portfolio for review/approval.
   - Est. work time: two days
5. Portfolio approves final proof.
   - Est. work time: one day

**Total estimated timeframe is 10 working days**