

2009 CALENDAR PROJECT TIME LINE

Feb 1st/May15th Photo submission by club members (see submission requirements)

March15th 1st draft - calendar lay out/design

April 15th Marketing process/strategy prepared
Calendar content/text/holidays/etc
All NCSL special dates identified
All sponsors to be determined

April 30th Final list of sponsors confirmed
Logos (300DPI) and sponsor text due
Sponsor fees due-check, cash, and charge

May 15th Last day for member photo submission
NCSL content, activities, events and dates finalized

May 20 2nd calendar proof –for content and text
Photo Selection process by NCSL staff complete

May 25 Electronic files for selected photos due 300DPI; photo size 8.5 x 11
Horizontal photos only

June 15th Final calendar proof approved by committee
Sponsor's page layout approved/finalized

July 15th Submit to printer JacPrints
Consider binding at local shop

August 1st Calendar available for sale
Calendars distributed according to the Marketing plan
Inventory of calendars to be held at the NCSL
All sales dollars to be held and accounted for at the NCSL

Revised 1/17/08