

UL MARKETING DELIVERABLES AND LEAD TIMES

Digital Marketing and Communications

Deliverable	Lead-time
Email newsletter graphic	1 week
Email footer graphic	3 weeks
Email campaign	2 – 4 weeks
Event / Mason360 graphic	1.5 – 2.5 weeks
Social media graphic	1.5 – 2.5 weeks
Sharing social media content on UL's social media accounts	2 weeks prior to post date
Social media campaign	1.5 – 2 weeks
Website graphic	1 week
Website redesign	1.5 – 2 months
Compilation of 1 – 3 minute video	1 – 1.5 months
Compilation of 3 – 10 minute video	1.5 – 2 months
Custom digital graphic tool kit	1 – 1.5 months

Print Marketing

Deliverable	Lead-time
Event poster	1.5 – 2.5 weeks
Post card	1.5 – 2.5 weeks
Single-page flyer	1.5 – 2.5 weeks
Yard sign	3 weeks
Banner (pop-up, pole, and others)	3 – 4 weeks
Branded promotional item	4 – 5 weeks
Brochure or pamphlet	4 – 5 weeks
T-shirt	4 – 5 weeks
Booklet	1.5 – 2 months

Brand Marketing

Deliverable	Lead-time
Mood board only	2 – 3 weeks
Brand refresh + style guide	2 months
Brand strategy + audience analysis	4 – 6 months
Complete rebrand	6 – 8 months

Last revised September 2021. Lead times are subject to change.