

Company Name

Job Description (e.g brochure; poster; flyer etc)

Placement (e.g instore; letterbox distribution; business PO Boxes; DM to database etc)

Size & Stock (if known, or if not certain do you have any ideas in mind so we can help suggest the best option/s)

Target Market (whose eye are you hoping to catch? People of a certain age group / socioeconomic status / geographical location? Or anyone and everyone walking past your store window?)

Purpose (e.g to promote annual sale; to drive new business sales; to encourage repeat business from existing customers; to promote opening of your new store....etc)

Images (you need to supply high-resolution files of all logos and/or images that you want included. If you have ideas for visual images to be included please tell us what you have in mind – what ideas do you want the images to convey? - so we can source the right things)

Copy (what text do you want included? Include the obvious things such as company name and contact details as well as details of the offer etc. Please double-check all spelling, phone numbers, prices etc)

Layout (do you have any ideas about what should be where? About what should be the main points that jump out at the viewer? Do you want one side or both sides of your item printed?)

Colours (do you have a certain colour scheme in mind? Will the job be full colour, spot colour or one colour?)

Brand Guidelines (does your branding require the use of certain fonts or colours, does your logo come with specifications?)

Other Points (is there anything else you think we need to know to help us do the best job possible for you?)