

AG COMMUNICATIONS PROJECT OVERVIEW

Client (Organization/Department) _____ Date _____

Client Contact _____ Telephone _____

E-mail _____ Client's Final Authority _____

Before Ag Communications can begin a project, the client must provide SOLID answers to the following questions:

PROJECT

Type of Project _____

When do you need the project delivered? _____

What are your expectations for the project? _____

Is this project part of a larger campaign? _____ If so, what? _____

AUDIENCE

Who is your target audience? _____

What do you want them to know? Can that be expressed in a simple sentence or slogan? _____

TACTICS

What is the best way to reach this audience/?

Ad

News release

Brochure

Newsletter

Bulletin or circular

Photographs

Display/exhibit

Postcard

Donor/funding requests

Program

Folder

Recruitment materials

Flyer/poster

Social networking

Graphic images (logos, etc.)

T- shirts

Invitation

Video/audio productions

Marketing campaign

Website

Other

What is your deadline for a **finished** ready-to-distribute piece? _____

DESIGN AND PRINT

___ New publication ___ Revision ___ Reprint

Publish how? ___ Web and print ___ Print only ___ Web only

How many copies will you need? _____

Size requirements? (i.e., should printed piece fit in an envelope?) _____

Flat size _____ Finish size _____

Do you have written copy? _____

Will you need to have photographs taken? _____

Does project require special packaging or shrinkwrapping? _____

FINANCING

Who is paying for the project? _____

What is your budget for the project? _____

STORAGE/DISTRIBUTION

How do you plan to get the publication into the hands of the audience? _____

Will the project require storage? If so, here? _____

Will mailing be involved? _____ If so, any special requirements _____

PRINTING INFORMATION

Estimates: printer quote # _____ printer quote # _____ printer quote # _____

Printer _____ Contact Person _____

Phone _____ Email _____

WEB

Will your Web site need online forms?

Will your Web site need conference registration forms?

TIMELINE

NOTE: Design work does not begin on a project until Ag Communications receives ALL materials necessary to complete the job.

_____ All copy/ photos received

_____ Proof to contact person

_____ Proof returned

_____ Approval from OCM

_____ Blueline received

_____ Job delivered