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

___ Brochure

___ Bulletin or circular

___ Display/exhibit

___ Donor/funding requests

___ Folder

___ Flyer/poster

___ Graphic images (logos, etc.)

___ Invitation

___ Marketing campaign

___ News release

___ Newsletter

___ Photographs

___ Postcard

___ Program

___ Recruitment materials

___ Social networking

___ T-shirts

___ Video/audio productions

___ 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