



MARKETING AND COMMUNICATIONS

PROJECT FORM

GETTING STARTED - Download latest (free) version of Adobe Acrobat Reader at adobe.com.

- 1) CLIENT COMPLETES PARTS 1 & 2 AND HIGHLIGHTED SECTIONS OF PART 3.
- 2) CLIENT SENDS THIS FORM (PARTS 1-3) BY RESPONDING TO "EMAIL TO PRINTING SERVICES" FOR A PRICE ESTIMATE.
- 3) PRINTING SERVICES CONTACTS THE CLIENT TO DETERMINE PRINTING NEEDS AND COSTS.
- 4) PRINTING SERVICES SENDS COMPLETED FORM (PARTS 1, 2 & 3) WITHIN 24-HOURS TO MAC (CC TO CLIENT) TO INITIATE DESIGN AND TIMELINE.

PART 1 - PROJECT INFORMATION (COMPLETED BY CLIENT)

BILLING ACCOUNT #: _____

EVENT/PROJECT: _____

PROJECT TYPE: NEW UPDATE REPRINT

CLIENT: _____ **UNIT:** _____

PHONE: _____ **E-MAIL:** _____

FINAL APPROVAL AUTHORITY: _____

PROJECT TIMELINE (COMPLETED BY MAC)	
REFERENCE #	_____
<u>DATES</u>	
INITIAL MTG:	_____
TO GRAPHICS:	_____
ON SERVER:	_____
DELIVERY DATE:	_____
<u>TEAM</u>	
DESIGNER:	_____
WRITER:	_____
PHOTOGRAPHER:	_____
OTHER:	_____

PART 2 - PROJECT BACKGROUND (COMPLETED BY CLIENT/REVIEWED BY MAC)

HOW DOES THIS PROJECT SUPPORT THE UNIVERSITY'S STRATEGIC GOALS?

PRIORITIZE YOUR PRIMARY TARGET AUDIENCE(S): 1-HIGHEST PRIORITY

- PROSPECTIVE STUDENTS CURRENT STUDENTS FACULTY STAFF ALUMNI
 DONORS PARENTS MEDIA OTHER: _____

DESCRIBE YOUR PRIMARY AUDIENCE.

IN ADDITION TO INCREASED AUDIENCE PARTICIPATION, WHAT DO YOU WANT TO ACCOMPLISH THROUGH THIS MARKETING EFFORT?

- INCREASED KNOWLEDGE/AWARENESS IMPROVED REPUTATION GREATER VISIBILITY
 FIRST OF MIND RECALL BY CUSTOMERS OTHER: _____

WHAT DO YOU WANT YOUR AUDIENCE TO "DO" AS A RESULT OF THIS MARKETING EFFORT? BE VERY SPECIFIC.

WHAT IS THE MAIN MESSAGE YOU WANT TO CONVEY TO YOUR TARGET AUDIENCE(S)?

PART 3 - GRAPHIC PROJECT COMPONENTS (INFORMATION FOR COST ESTIMATE AND INITIAL DESIGN SPECIFICATIONS)

* DENOTES REQUIRED INFORMATION

* #1 _____ *DESCRIPTION: _____ *QUANTITY: _____

*# PAGES (PUBLICATIONS ONLY) _____ INK COLOR: _____ COLOR INSTRUCTION: _____

ONE-SIDED TWO-SIDED BLEED TRIM: YES NO

PAPER: _____ OTHER: _____ PAPER COLOR: _____ PRESS: _____

BINDERY: FOLD PERFORATION/SCORE OTHER: _____

SIZE: FLAT: _____ FINISH: _____

*MAILING: YES NO 1ST CLASS PRE-SORT 1ST CLASS BULK
 NON-PROFIT BULK CAMPUS MAIL

ESTIMATE #: _____ ESTIMATE E-MAIL SENT: YES NO

SPECIAL INSTRUCTIONS:

*#2 _____ *DESCRIPTION: _____ *QUANTITY: _____

*# PAGES (PUBLICATIONS ONLY) _____ INK COLOR: _____ COLOR INSTRUCTION: _____

ONE-SIDED TWO-SIDED BLEED TRIM: YES NO

PAPER: _____ OTHER: _____ PAPER COLOR: _____ PRESS: _____

BINDERY: FOLD PERFORATION/SCORE OTHER: _____

SIZE: FLAT: _____ FINISH: _____

*MAILING: YES NO 1ST CLASS PRE-SORT 1ST CLASS BULK
 NON-PROFIT BULK CAMPUS MAIL

ESTIMATE #: _____ ESTIMATE E-MAIL SENT: YES NO

SPECIAL INSTRUCTIONS: