

Marketing Project Request

Date: _____

Name: _____

Department: _____

New Project

Changes to an existing project

Project name: _____

Print

Radio

Newspaper Ad

Electronic Advertising

Banner

Billboard

Card

Other _____

If a print project, can this item be copied in our in-house Print Shop?

Yes

No

Department to pay for this project:

Marketing

Other: _____

Who is your target audience (age range, sex, residence location, income level, education level, etc.)?

What are your goals of the project?

What is your time frame for the project? _____

Please attach or forward a rough draft of copy ideas for the project.

If you have a sample piece you are modeling your project upon, please attach or forward to Marketing.

If you have ideas of graphics, images or photos you would like for this project, please include with this request.
