

Name

E-Mail

Company

Website

Phone

Publication for ad

Due Date

Ad Size

Special placement/belly bands, editorial options

Ad specific questions

1. Please identify your target audience/industry If more than one, please list in order of importance.

2. Please give us your specific goals for the ad (brand awareness, brand loyalty, lead generation, etc.)

3. What is the core message or messages you would like to convey in this ad? (provide a bullet list)
(Attach text/verbiage if you have some in mind)

4. What Call-to-Action would you like to have? (phone call, website visit, special offer, etc.)

5. What photos/illustrations might help support your messaging in this ad? (In order of importance)

6. List your branding you'd like to include /logo/colors/slogan/address/phone/web?

7. Do you want to include a "special discounts or special offers?

General marketing questions

8. Please list your products or services in order of importance/growth/margins/opportunity.

9. What products/services represent the best growth opportunities for you and why?

10. What makes you better than your competitors?

11. If your product/services were equal, what then makes you stand out as better than your competitors?

12. What are the top 3-5 factors that your customers/prospects are most interested in?

13. Please complete this statement: Our customers choose us because...

14. Tell us about the personality of your brand or branding and any slogan or tagline you use.

Additional comments or input not mentioned above:

Thank you for filling out this form as completely as possible!