

Graphic Design at a fraction of traditional costs

Using [Adobe Reader 8](#), complete this entire PDFriendly Creative Brief. After you "submit", you will be taken to a Web page that confirms your Brief has been received. You can "Save As..." to save your completed form for your records. Keep a master copy of this PDFriendly Creative Brief on your desktop - professional, affordable **Creative Services are always right at your fingertips.**

Tell Us about U:

Your Name:

Today's Date:

Your Email:

Standard turnaround from Brief to Delivery is 5 working days. You will receive an email within 48 hours of submission with any questions your project.

Your Phone:

Address:

City:

Business Name:
(if applicable)

State:

Zip :

Tell Us about What U Need:

WHAT ARE WE COOKING?

Ad Type:

Dimensions:

Please note: dimensions need to be inches x inches as publications are printed in so many different formats.

Sides:

Colors:

Color
Choices:

WHAT ARE OUR INGREDIENTS?

Give us everything you can think of to share your vision for your project.

Headline:

If you have a specific idea, or a general idea of what you want to lead off your creative with... If not, we will create headline for you from the contents of your project.

Ad Copy/Product or Service Attributes:

This is the guts of your ad. In most cases, brevity is best. You may copy/paste from your Word Processing program right into this box. A good tip is to type out your ad contents on a Word doc so you can see how much room the copy takes - then you'll see how well it'll fit with pictures, graphics, your logo, etc. on your project.

Offer(s):

If you're creating a response-oriented project, your response hinges on the offer you make. Our Creative Pros will get people to look at your piece - but the offer will drive them to respond.

Disclaimer(s):

In the interest of fairness and honesty, you want to fully disclose the terms and conditions of your offer - including expiration date and any restrictions. From a legal standpoint, you need to cover yourself, too.

Access information:

This is how people find you to take advantage of your message.

It's your: Business Name

Address, City, State, Zip

Phone Number

Web site URL

Hours of operation

Payment terms/credit card options, etc.

Logo:

Please upload your logo. Preferrably an Illustrator EPS file, but we can also use a high-resolution JPEG.

Image:

OPTIONAL: additional high-resolution image for your ad.

Image 2:

OPTIONAL: additional high-resolution image for your ad.

Anything else you'd like to add about your project? Further description, ideas, instructions, reference links - anything at all? The more we know, the merrier we are...



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