

Collateral Request Form 2013

Please fill out this form, save, and email to our writer Peg at pegwitham@comcast.net and CC our designer Amy at amylehrman@gmail.com. Try to be complete and specific in your answers. Thanks!

GENERAL INFORMATION

1. When do you need the print-ready digital artwork? _____ (Day/Date/Time)
(Please consider time to review, print and mail prep.)
2. What type of piece is this? _____
(Promotional post card, invitation, flyer, tri-fold brochure, display ad, other)
3. What is the look/feel you want this piece to express? _____
(Elegant, playful, educational, etc.)
4. How will this piece be distributed? _____
(Mail, hand-delivered, posted for display, etc.)
5. Quantity _____

TEXT CONTENT

1. Who is the audience? _____
Who's invited? _____
Who is performing? _____
2. What is the event theme? _____
What kind of event? _____
3. Location? (including address) _____
4. Are there co-sponsors? _____ Who? _____
Key facts about co-sponsors to be included _____
5. When is the event? _____ (Day/Date/Time)
6. Why the event? What's the goal/benefit for the participants what will they get out of coming to this event?

7. How is the event being presented? _____
(In-person performance, lecture, video, lecture, dining, etc.)
8. RSVP phone number _____ and contact person if applicable _____
9. Refreshments and any and food information _____

10. Anything else pertinent you'd like included on the post card or other collateral piece _____

ART WORK

1. What size do you need (flat size and if applicable folded size) _____

2. If folded, please describe _____

3. Single-sided or double sided? _____

4. Number of pages _____

5. Color: Full color, black/white, or spot color _____

6. Where will this be printed? _____

(In-house, local professional print shop, Kinkos, local newspaper, other)

6. Can your printer print to the very edge of the paper? Or do you need a white margin around your design?

7. Additional information that will impact the art work _____

IMAGING

1. Would you like to use images on this piece? _____

2. If yes, do you have specific imagery you would like to use or do you want assistance selecting?

(If you have any high-resolution images, please email them to Amy Lehrman) _____
