

SPEC PROJECT

REQUEST FORM



ABOUT THIS FORM:

The purpose of this form is to gather the necessary initial information to put together a project that will serve as a spec to finalize a sale.

Prior to filing a request or even making the suggestion to the prospective client, the Sales Representative is required to obtain approval from the Ad Operations Manager.

Due to a constantly fluctuating workload and deadlines, there could be instances where incentive projects can not be created.

Once the incentive project has been approved by the Ad Operations Manager, the Sales Representative will communicate with the prospective client and obtain all desired content, copy, logos, etc.

NAME: _____

DATE: _____

CLIENT: _____

PROOF DEADLINE: _____

PRODUCT

COMMUNITY

SIZE: _____ TEMPLATE (If applicable): _____ BW COLOR

ROP

SIZE: _____ TEMPLATE (If applicable): _____ BW COLOR

VALLEY VALUES

TEMPLATE (If applicable): _____ FLYER _____ TEMPLATE (If applicable): _____

DIRECT MAIL

E-MAIL BLAST

OTHER: _____