

Project Name: _____

Date: _____ Account Manager: _____

Requestor Information

Name: _____ Department: _____

Email and Phone Number: _____

Project Information

Project Name: _____

Requested Due Date: _____

Previous Project Name or Number (*if applicable*): _____

Project Overview:

Target Audience (Who are they? What do they care about? How will they use this project?):

Will Project be Printed? _____ Project Budget: _____ GL Code: _____

Deliverables Needed

Ad Banner Brochure Copy Direct Mail Flyer Signage Email Web
Website Photography/Video Other _____

Please provide sizes, dimensions and other key details.

If other, please specify.

Distribution/ Timing (When and where is this being used?):

What is the tone of the message? (Please provide details regarding images.):

Translations Needed?

Language:

Project approved by:

Legal

Human Resources

Compensation

Call to Action (Phone number, email, URL, etc.):

Requisites (*Logo, specific images, etc.*):