

# JOB REQUEST FORM

This form is **ONLY** for major marketing publications and advertisements.

## (1) CLIENT INFORMATION

Requested By: \_\_\_\_\_  
(Signature of person requesting services.)

Approved By: \_\_\_\_\_  
(Should be either vice president, dean, director or designee.)

Submission Date and Time: \_\_\_\_\_

Completion Date: \_\_\_\_\_

Budget Code: \_\_\_\_\_ Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Project Name: \_\_\_\_\_

## (2) SERVICES REQUESTED

Editing  Proofing  Design  Advertising  
 Consultation  Other: \_\_\_\_\_

## (3) TYPE OF JOB

New  Reprint (No Changes)  Reprint (With Changes)  
 Brochure  Newsletter/Report  
 Cover Design  Post Card  
 Flyer/Poster  Slide Presentation  
 Invitation  Promotional Ad

(For promotional ad, skip to section (5) Advertising Specifications.)

## (4) JOB SPECIFICATIONS

Size:  8½ X 11  8½ X 14  11 X 17

Sample Attached  Other \_\_\_\_\_

Color:  One  Two  Three  Full (CMYK)

Number of Pages: \_\_\_\_\_ Number of Copies: \_\_\_\_\_

(Ad dimensions in inches, enter width first. Example: 6" X 4")

## (5) ADVERTISING SPECIFICATIONS

Name of Publication: \_\_\_\_\_

Size of Ad:  Full Page  Half Page  Quarter Page

Eighth Page  Other: \_\_\_\_\_

Sample:  Yes  No

Color:  Black and White  Two  Full (CMYK)

Run Date: \_\_\_\_\_ Number of Times: \_\_\_\_\_

(Ad dimensions in inches, enter width first. Example: 6" X 4")

## (6) SUBMISSION REQUIREMENTS

### • TEXT

The text should be typed, edited, proofed and spell checked in MicroSoft Word. Please submit on disk or by e-mail.

**All text and graphic files MUST be PC compatible.**

### • PHOTOS AND GRAPHICS

Hard copies are requested; however, digital versions should be scanned at regular size, at 300 dpi or greater. Photos should be saved as TIF files. Only high resolution JPGS will be accepted for printing. Low resolution JPGS can only be used for slide presentations or screen electronics (i.e. internet, television, marquee, etc.). Digital, high resolution photos are memory intensive; therefore, please do not e-mail photos. Submit on disk. (CDs, 100 or 250 lomega Zip Disk are acceptable). Compatible graphic formats: (AI) Adobe Illustrator, (PSD) PhotoShop Document (EPS) Encapsulated Postscript (CDR) Corel Draw.

### • TIMELINES AND DEADLINES

In an effort to serve you with the highest level of efficiency and quality, **please allow 3 weeks from start to finish.** Communications & Marketing is not responsible for printing; therefore, print time is not included in the 3-week estimate. After your job has been awarded to a printer, please provide contact information to Communications & Marketing. Upon starting this process, consult with Procurement Services regarding printing bids and specifications. **Promotional Advertising** requires negotiation and collaboration with external agencies. Please plan in advance and allow additional time for media buying.

Special Requests: \_\_\_\_\_

## (7) COMMUNICATIONS & MARKETING SERVICES USE ONLY

Job Number: \_\_\_\_\_ Logged By: \_\_\_\_\_

Date and Time: \_\_\_\_\_

Completion Date: \_\_\_\_\_

Person(s) completing project: \_\_\_\_\_

Total design hours: \_\_\_\_\_

Total editing and proofing hours: \_\_\_\_\_

Notes: \_\_\_\_\_

