|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date |  | | | |
| Client’s name and organisation |  | | | |
| Client’s contact details | T |  | E |  |
| Job name |  | | | |

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| What does your business do? |
|  |
| What is your point of difference/what makes you unique? |
|  |
| Who are your main competitors? |
|  |
| Who is your target audience/stakeholders? |
|  |
| What is the purpose of this publication? |
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| --- | --- | --- |
| What are the values, feelings and messages you want the publication to communicate? | | |
|  | | |
| Are there any ‘non negotiable’ elements that need to be included in the publication? | | |
|  | | |
| How will the publication be distributed/displayed? (posted by mail, e-book, web PDF, print and retail, subscription) | | |
|  | | |
| Has the publication been designed before? Do you have examples/samples? | | |
|  | | |
| Are there any publication designs you do or don’t like (please provide examples)? | | |
|  | | |
| Do you have a specific budget? Please indicate the range available for this project. | | |
| $1,500 – $3,000 | $3,000 – $5,000 | $5,000 – $15,000 |
| Do you have a production timetable and deadline? | | |
|  | | |
| Preferred method of communication – phone, email, face-to-face meeting? | | |
|  | | |

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| --- | --- |
| Number of concepts (designs) required |  |
| Size (i.e. A4, B5, custom) |  |
| Format (book, DL brochure etc.) |  |
| Number of pages |  |
| Colour (B&W, full colour etc.) |  |
| Is there an existing template? |  |
| Any preferred colours? |  |
| Any preferred fonts? |  |
| Is editing or copy writing required? |  |
| Is indexing required? |  |
| How will the text be supplied (WORD doc)? |  |
| Are these figures/charts or graphs? If so, how many and how will the data be supplied? (EXCEL is preferred) |  |
| Are there tables in the publication? How will they be supplied? |  |
| Images (will the client supply or is an image search required?) |  |
| Any specific requirements? |  |
| Does the client require a plain web PDF (bookmarks and hyperlinks)? |  |
| Does the client require an accessible web PDF (as per AGIMO guidelines)? |  |
| Does the publication require conversion to HTML? Is so, please give specifics. |  |
| Do you require print management? |  |

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| --- | --- |
| Quantity |  |
| Is printing required on both exterior and interior of cover? |  |
| Do you have a preferred stock (gloss, satin, uncoated and the preferred GSM – weight)? |  |
| Would you like any special finished (die cuts, special shapes, varnishes, finishes, cello, metallic, foil etc.)? |  |
| Delivery date |  |
| Delivery details |  |
| Invoice details |  |
| Do you require colour matching to existing work? |  |
| Do you require a press check for exact colour matching? |  |