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Company Name: _____

Contact: _____

Project Title: _____

Type of Project: _____

Target Delivery Date: _____

1. Determine Your Objective (check all that are appropriate)

- Provide product information to customers
- Educate new prospects
- Build corporate image
- Establish credibility of your organization or product
- Sell the product directly through the mail
- Help sales people get appointments
- Help sales people make presentations
- Help close the sale
- Support dealers, distributors, agents and sales reps
- Add value to the product
- Enhance the effectiveness of direct mail promotions
- Leave-behind with customers as a reminder
- Respond to inquiries
- Hand out at trade shows, fairs, conventions
- Display at point of purchase
- Serve as reference material for employees, vendors, the press, investors
- Disseminate news
- Announce new products and product improvements
- Highlight new applications for existing products
- Train and educate new employees
- Recruit new employees
- Provide useful information to the public
- Answer the prospect's questions
- Generate new business leads
- Qualify your company to be on a customer's approved vendor list
- Other (describe) _____

PRINT MEDIA SPECIFICATIONS

2. Determine the Type of Print Media You Need (check one)

- Annual report
- Booklet
- Brochure
- Case history
- Catalog
- Circular
- Data sheet
- Flier
- Invoice stuffer
- Newsletter
- Poster
- Other (describe) _____

3. Choose Your Topic

a.) What is the subject matter of the brochure?

Describe the product, service, program, or organization being promoted.

b.) What is the theme or central message (if any)?

4. Outline the Exact Content of the Brochure

a.) Is there an outline of the main points and secondary points that must be included in the brochure and the order in which they should be presented?

b.) Is the outline thorough and complete? Does it cover all points?

PRINT MEDIA SPECIFICATIONS

c.) What is the source of this information? Have you provided the copywriter with the necessary background documents?

d.) What facts are missing? What additional research (if any) is required?

5. Determine Your Audience

a.) Geographic location

b.) Income level

c.) Family status (i.e. married, single, children, divorced, or widowed)

d.) Industry

e.) Job title/function

f.) Education

g.) Politics

h.) Religion/ethnic background

i.) Age

j.) Concerns (i.e. reasons why they might be interested in your product, service, or organization)

PRINT MEDIA SPECIFICATIONS

k.) Buying habits/purchasing authority

l.) General description of the target audience (in your own words)

6. Identify Key Sales Appeals

a.) What is the key sales appeal of the product?

b.) What are the supporting or secondary sales points?

7. Determine the Image You Want Your Brochure to Convey

What image do you want your literature to convey to the reader?

8. Determine Where in Your Sales Cycle Your Brochure Fits

How does the brochure fit into your sales cycle (check all that apply)?

Generate leads

Answer initial inquiries

Provide more detailed information to qualified buyers

Establish confidence in the company and its products

Provide detailed product information

Answer questions frequently asked by prospects

Reinforce sales message for prospect ready to buy

Support salespeople during presentation

Close the sale

Other (describe) _____

PRINT MEDIA SPECIFICATIONS

9. Scope Out the Competition

What images and sales appeals do competitors' brochures stress?

Competitor	Image	Key Sales Appeals
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

10. Design the Format

a.) Approximate number of words _____

b.) Number of color photos _____

c.) Number of black-and-white photos _____

d.) Number and types of illustrations and other visuals (describe)

e.) Number of pages _____

f.) Page size

8 1/2" x 11"

7" x 10"

6" x 9"

5 1/2" x 8 1/2"

4" x 9"

Other (describe) _____

g.) Method of folding or binding (describe)

h.) Number of colors used in printing

1 Color

2 Color

4 Color Process (CMYK)

Other (describe) _____

i.) Type of paper (weight, finish, texture, color)

PRINT MEDIA SPECIFICATIONS

11. Determine the Budget

Use the worksheet below to estimate cost.

Task	Cost
Copywriting	_____
Photography	_____
Illustration	_____
Design and layout	_____
Typesetting	_____
Mechanicals (paste-up)	_____
Printing	_____
TOTAL	_____
Number of copies to be printed	_____
Cost per copy	_____

12. Set Your Production Schedule

How long will it take to produce?

Task	Cost
Copy	_____
Copy review	_____
Copy rewrite	_____
Design	_____
Design review	_____
Design revision	_____
Typesetting	_____
Photography and Illustration	_____
Mechanicals	_____
Delays, mistakes	_____
Printing	_____
TOTAL	_____

(Note: Total days can be reduced if steps are combined and done simultaneously.)