

Direct Advantage

Helping businesses grow since 2004
One mailbox at a time

INITIAL DESIGN INFO COLLECTION

Client: _____ Sales Rep _____ Date ____ / ____ / ____

Client will send completed design for print.

Client will be sending information for ad design.

Business Address & Phone: _____

Website (if applicable): _____

PHOTOGRAPHS/ATTACHMENTS (limit 1 main image and up to 2 subphotos): SUPPLIED BY CLIENT* STOCK PHOTOGRAPHY

*How will photographs be supplied/if not supplied, what are you looking for? _____

LOGOS: SUPPLIED BY CLIENT*

N/A

*Notes (if applicable) _____

Information On Ad (headline/tagline, callout info): _____

Focus of ad (what you want to promote): _____

Coupons & Special Offers (limit 3, 2 per cover or half page): _____

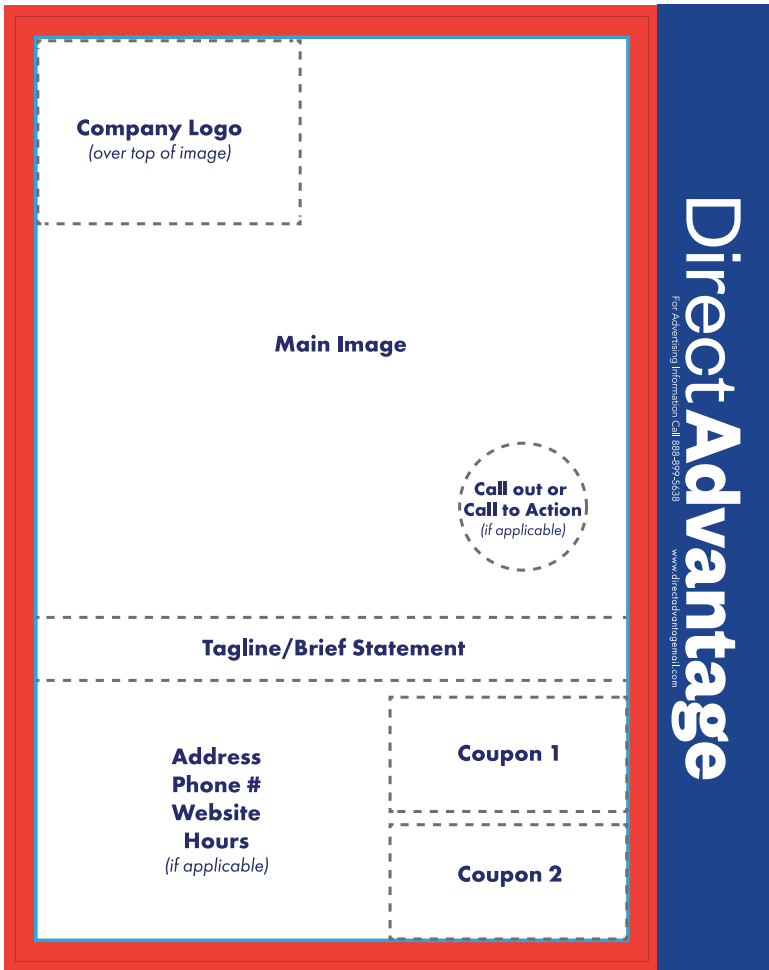
Fine Print: _____

Company Colors: _____ N/A

Guidelines: All covers and full page ad's shall have 1 image roughly 75% of the page. No more than 2 offers and minimal text

* Images supplied must be sent as high res images at 300 dpi.

Cover



Company Logo
(over top of image)

Main Image

Call out or Call to Action
(if applicable)

Tagline/Brief Statement

Address
Phone #
Website
Hours
(if applicable)

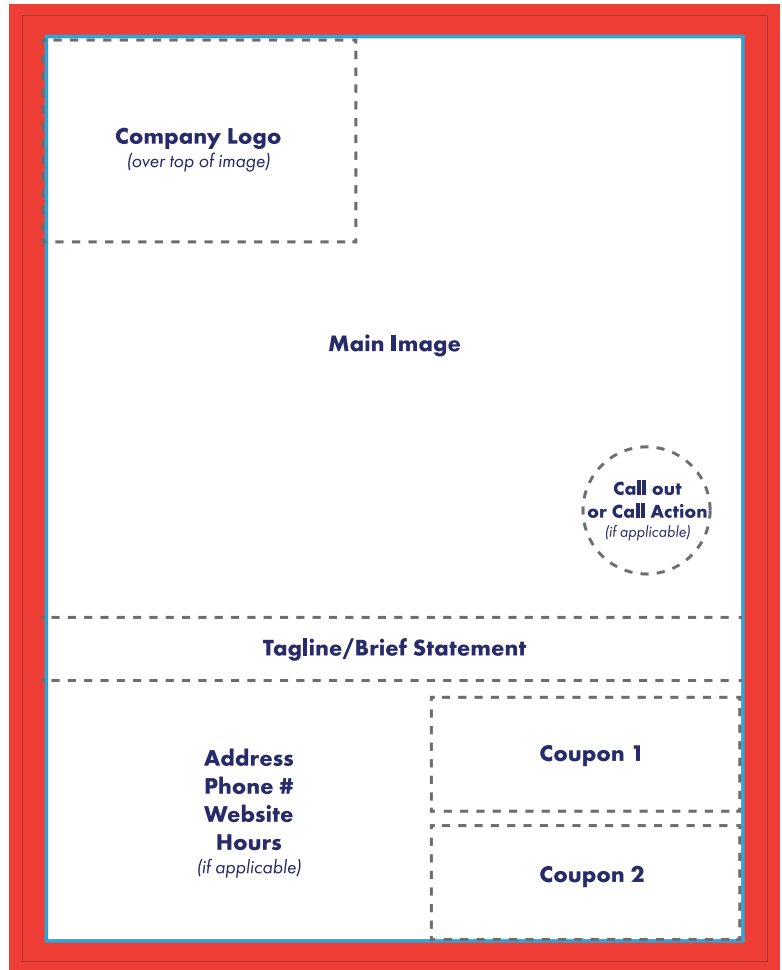
Coupon 1

Coupon 2

Direct Advantage
For Advertising Information Call 888.899.5588
www.directadvantage.com

The cover layout is a vertical rectangle with a red border. It features a dashed box for the Company Logo at the top left. Below it is a large area for the Main Image. To the right of the Main Image is a dashed circle for a Call out or Call to Action. Below the Main Image is a dashed line for the Tagline/Brief Statement. At the bottom, there are two columns: the left column contains contact information (Address, Phone #, Website, Hours) and the right column contains two Coupon boxes.

Full Page



Company Logo
(over top of image)

Main Image

Call out or Call Action
(if applicable)

Tagline/Brief Statement

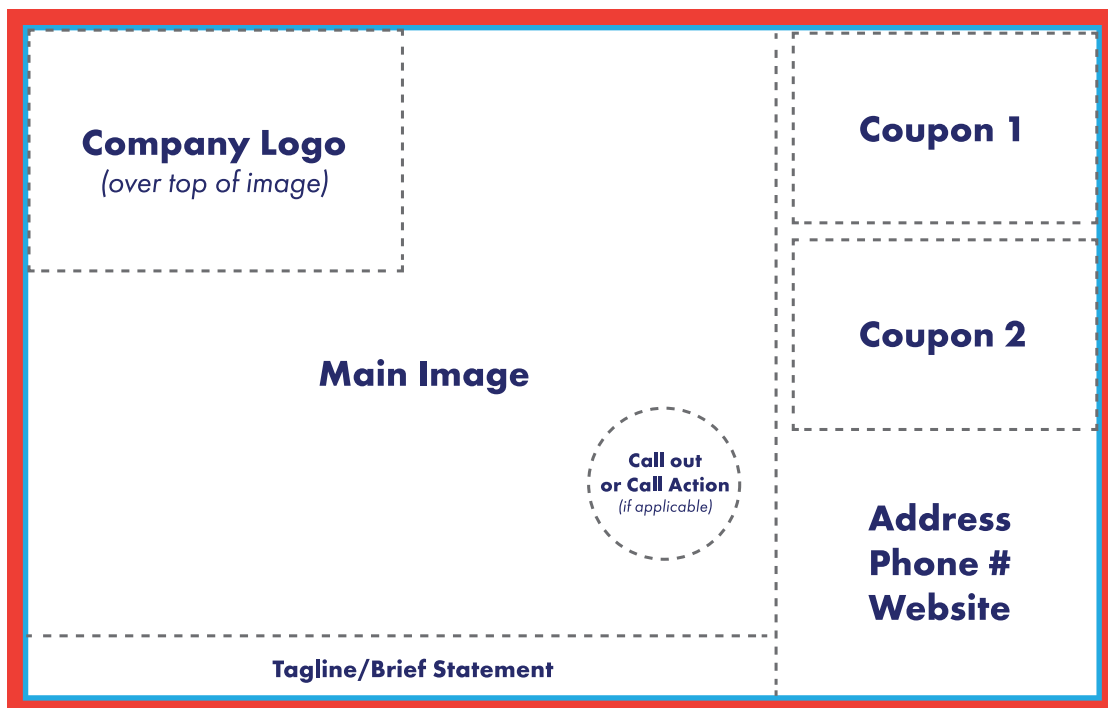
Address
Phone #
Website
Hours
(if applicable)

Coupon 1

Coupon 2

The full page layout is a wide horizontal rectangle with a red border. It features a dashed box for the Company Logo at the top left. Below it is a large area for the Main Image. To the right of the Main Image is a dashed circle for a Call out or Call Action. Below the Main Image is a dashed line for the Tagline/Brief Statement. At the bottom, there are two columns: the left column contains contact information (Address, Phone #, Website, Hours) and the right column contains two Coupon boxes.

Half Page/Double



Company Logo
(over top of image)

Main Image

Call out or Call Action
(if applicable)

Tagline/Brief Statement

Coupon 1

Coupon 2

Address
Phone #
Website

The half page layout is a vertical rectangle with a red border. It features a dashed box for the Company Logo at the top left. Below it is a large area for the Main Image. To the right of the Main Image is a dashed circle for a Call out or Call Action. Below the Main Image is a dashed line for the Tagline/Brief Statement. On the right side, there are two Coupon boxes stacked vertically. At the bottom right, there is a section for contact information (Address, Phone #, Website).