

Vamp Stamp News
Graphic Design Services
Questions for Creating an Ad for You

Please fill out questionnaire so I can give you an accurate quote for the work. (Use tab key)

Your Name: _____

Company Name: _____

Street: _____

City: _____

State: _____

Zipcode: _____

Country: _____

Website: _____

Email: _____

Today's Date: _____

Where do you intend to run the ad? (Check all that apply.)

a) VSN

b) Another print publication: _____ (publication name)

c) A stamp convention booklet: _____ (stamp convention name)

d) Online ad: _____ (website)

If ad is intended for VSN, in which issue(s) will it run? _____

If ad is intended for another print publication or for a convention booklet, in which issue(s) will it run? What is the deadline for getting the copy to that publication? Please ask the publication or convention organizer to email me a copy of their ad creation specs. I need this information to quote your price. _____

What is the intended height and width of the ad? (I need this information in inches, and NOT in fractions of a page!) Be careful not to mix up the height and width, an easy mistake to make! _____

If the ad is intended for the web (a “banner” ad), what is the intended ad size in pixels? The website folks should be able to tell you this information. _____

Do you have graphic files to include in the ad? (Ex: company logo, photograph, stamp images.) If yes, what is their format/resolution? I STRONGLY recommend including a graphic, either stamp image or photo, in your ad. Stampers are visual people. If you are a stamp company, you NEED to include AT MINIMUM one image if you want your ad to be successful. _____

Specifically, what text do you need included? _____

Will your ad be black and white or full-color? _____

Are you looking for a particular style? (Examples of past ads you've done or ads you've seen and like are incredibly helpful. I won't copy someone else's ad, but examples of what you like give me a feel for what you are looking for.) _____

Do you want a single ad design choice or two? How many revisions of your ad do you want built into the price?_

How do you want your company to be perceived? Use three adjectives (such as conservative, progressive, friendly, formal, casual, serious, energetic, humorous, professional, etc.) _____

What do you see as your biggest challenge to getting your message across to customers? _____

If the ad's audience could come away with just one thought about the company/product/service, what would it be? _____

Two thoughts? _____

What differentiates your company from your competition? _____

What would constitute a successful ad? What are your expectations? _____

Font Style? I have a lot of fonts, but not every font. I can suggest fonts if you have a style in mind (elegant, casual, business-like, etc.) or show me an example you like and I'll see if I have something similar. Do you require a specific font? _____

Do you need existing ad copy edited? If yes, can you provide the original layered work files? What is the file format? What *very specifically* do you need changed? Did VSN create the original ad? If not, who? Note: If VSN originally created the ad, I should be able to edit it. If it was created elsewhere, it will depend. _____

Will you need just the finished ad copy file or will you want a copy of the working files used to create the ad as well? (There would be an additional fee for these additional working files.) _____

Who is responsible for ad project approvals? What is their email address? (Most contacts will be via email, not phone or mail.) _____

Once I receive your completed questionnaire, I will email you a quote with a price to create the ad, based on your specific project. If you agree, then you will need to email or ftp any original file(s) to VSN's ftp site. (I will provide the link if you need it.) You will also need to complete, sign and fax the Acceptance of Proposal & Payment and Terms & Conditions forms. (These will be emailed to you as part of the quote.) Once these items are received, I will charge your credit card for 50% of the agreed price (non-refundable) and then will do the work.

Once complete, a draft copy of the ad(s) will be emailed to you for you to correct and approve. I will correct errors you identify at this time and make minor revisions you indicate. (Minor revisions include things like tweaking font size, correcting spelling or typos, nudging placement slightly.) You will be responsible for any errors not identified at this time.

If our original agreement also included potential major revisions, I would make them at this time. Additional work not covered by the original agreement will be charged by the hour. Once complete, a new draft(s) would be emailed to you to correct and approve.

Once complete and approved, I will upload the final file(s) to VSN's ftp site and you will receive an email alerting you that the final ad is ready for you to download. I will charge your credit card for the balance due and will then mail your original artwork back to you. If you have paid for the ad to be run in VSN, I will place the ad.