

*Vamp Stamp News*  
*Graphic Design Services*  
*Questions for Creating a Flier for You*

*Please fill out this questionnaire so that I can give you an accurate quote for the work.*

(Use tab key to go from line to line on the form.)

*Your Name:* \_\_\_\_\_

*Company Name:* \_\_\_\_\_

*Street:* \_\_\_\_\_

*City:* \_\_\_\_\_

*State:* \_\_\_\_\_

*Zipcode:* \_\_\_\_\_

*Country:* \_\_\_\_\_

*Website:* \_\_\_\_\_

*Email:* \_\_\_\_\_

*Today's Date:* \_\_\_\_\_

**What is the intended length of the flier?** (Number of pages? One-sided? Paper size?) \_\_\_\_\_

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**Will you have the flier printed, posted on a website, or both?** (VSN will create the flier as a pdf file that will work for either, but sometimes you might want to format fliers for print and online differently for easiest reading for each medium.) \_\_\_\_\_

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**Do you want any security added to the pdf file?** Adobe Acrobat allows you to limit readers on things like copying file content, printing and changing to the form. \_\_\_\_\_

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**Do you have graphic files to include in the flier?** (Ex: company logo, photograph, stamp images.) If yes, how many and what is their format/resolution? Note: Resolution should be at least 300 dpi for print purposes. \_\_\_\_\_

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**Specifically, what text do you need included?** \_\_\_\_\_

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***Will your flier be black and white or full-color?*** \_\_\_\_\_

***Are you looking for a particular style?*** (Examples of past fliers you've done or like are incredibly helpful. I won't copy someone else's work, but examples of what you like give me a feel for what you want.) \_\_\_\_\_

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***How many revisions do you want built into the price?*** (If you want to potentially make revisions to the flier I create for you before final approval, that is what you would pay for here. Once approved though, the work is complete regardless of whether you asked for any revisions at that time. Any further revisions would be separately charged.) \_\_\_\_\_

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

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***What do you see as your biggest challenge to getting your message across to customers?*** \_\_\_\_\_

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*If the flier's audience could come away with just one thought about the company/product/service, what would it be?* \_\_\_\_\_

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*Two thoughts?* \_\_\_\_\_

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*What differentiates your company from your competition?* \_\_\_\_\_

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*What would constitute a successful flier?* What are your expectations? \_\_\_\_\_

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*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? \_\_\_\_\_

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***Will you need just the finished flier file or will you want a copy of the working files used to create it as well?***

(There would be an additional fee for these additional working files.) \_\_\_\_\_

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

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Once I receive your completed questionnaire, I will email you a quote with a price to create the flier, 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 flier 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.