

LIVINGSTON ASSOCIATES



CREATIVE QUESTIONNAIRE

Name _____ Company _____
Address _____ City _____ State _____ Zip _____
Phone _____ Fax _____ E-Mail _____
Web Address _____

• **What type of creative are you looking for?**

- Print advertisement: Ad Size (i.e. full page, ½ page, etc.) _____
- Direct mail piece
- Brochure: Number of Pages _____
- One-Page Flier / Price List / Line Card
- Press Release
- Feature Article
- Web Site Home Page Design
- Entire Web Site Design
- Other _____

• **What color would you like the piece to be?**

- 4-color 2-color Black & White Other _____

• **What is your main objective / audience / message of this piece?**

• **Major points to include in the text:**

• **What type of graphics do you want included (Check all that apply)?**

- Product Photos Stock Photos Illustration Other _____

Will you be providing us with product photos/artwork? Yes No

• **What extent of our services would you need (check all that apply):**

- Provide idea only via e-mail or fax
- Provide idea and proceed to camera ready/print status
- Provide final production services:
 - Print
 - Ad Placement

• **Additional Comments / Requests:**