



El Centro College

DALLAS COUNTY COMMUNITY COLLEGE DISTRICT

El Centro College  
Marketing and Communications Division

# JOB REQUEST FORM

This form is ONLY for major marketing publications and advertisements.

Phone: 214-860-2037 Fax: 214-860-2207

## (1) CLIENT INFORMATION

Requested By: \_\_\_\_\_

Submission Date: \_\_\_\_\_

Acct. #: \_\_\_\_\_

(For copies of posters and quick printing jobs. Cost may be charged back to requesting department)

Telephone: \_\_\_\_\_

Project Name: \_\_\_\_\_

## (2) SERVICES REQUESTED

☐ Design ☐ Advertising ☐ Consultation

☐ Other: \_\_\_\_\_

## (3) TYPE OF JOB

☐ New ☐ Reprint (No Changes) ☐ Reprint (With Changes)

☐ Cover Design ☐ Invitation ☐ Poster ☐ Flyer

☐ Brochure ☐ Other: \_\_\_\_\_

☐ Promotional Ad...(Go to section (5) Advertising Specifications)

## (4) JOB SPECIFICATIONS

Size:

☐ 8 1/2" X 11" ☐ 8 1/2" X 14" ☐ 11" X 17"

☐ Sample Attached ☐ Other: \_\_\_\_\_

☐ Black & White ☐ Color

Number of Pages: \_\_\_\_\_ Number of Copies: \_\_\_\_\_

Target Audience: \_\_\_\_\_

## (5) ADVERTISING SPECIFICATIONS

Name of Publication(s) where ad will be placed: \_\_\_\_\_

Size of Ad:

☐ Full Page ☐ Half Page ☐ Quarter Page

☐ Eighth Page ☐ Other: \_\_\_\_\_

☐ Sample Attached

☐ Black & White ☐ Full Color (CMYK)

## (6) SUBMISSION REQUIREMENTS

### TEXT

The submitted text should be typed, edited, proofed and spell checked. Please submit on disk or by e-mail.

**DO NOT submit anything in "Publisher" or ".pub" format.**

Use Word (.doc), portable document format(.pdf, usually Adobe), plain text(.txt), or Rich Text Format(.rtf).

### PHOTOS AND GRAPHICS

Hard copies or digital files are accepted. Digital versions for printing purposes should be 300 dpi or greater and saved as TIFF, EPS, or JPEG format. Low resolution JPEGs(72dpi) can only be used for slide presentations or screen electronics (i.e. internet, television, marquee, etc.). Digital, high resolution photos are memory intensive; therefore, please do not e-mail any photos above 10 megabytes. Larger files should be submitted on CDs or DVDs. Compatible graphic formats include: (AI)-Adobe Illustrator, (PSD)-PhotoShop Document, (EPS)-Encapsulated Postscript, Adobe Acrobat-(PDF), JPEG, TIFF.

### TIMELINES AND DEADLINES

In an effort to serve you with the highest level of efficiency and quality, please allow 3 weeks from start to finish. Marketing & Communication is not responsible for printing, nor does it function as an in-house print agency or print shop; therefore, print time is not included in the 3-week estimate. Promotional Advertising requires negotiation and collaboration with external agencies. Please plan in advance and allow additional time for media buying.

Special Requests: \_\_\_\_\_

## MARKETING AND COMMUNICATIONS OFFICE USE ONLY

Logged by: \_\_\_\_\_

Date and Time: \_\_\_\_\_

Completion Date: \_\_\_\_\_

Person(s) completing project: \_\_\_\_\_