Manhattanville COLLEGE®

Adler
BRANDING & MARKETING

Office of Communications
Project Request Form

This project request form is designed to help you define, and Adler learn more about, your project goals and requirements. This form is specifically tailored for new print marketing materials, advertising, and digital initiatives as well as updates to existing marketing communications.

Please fill out this form in its entirety and email it, as well as a Word document with project content, to **communications@stanadler.com.** The content should be proofed for spelling and grammar prior to sending to Adler. If appropriate, please also attach examples of previous projects for reference. Please note that if your project requires new written copy, Adler will provide you with an estimate for the additional cost as well as a timeline. Adler Account Director Anne Sanderson will contact you to confirm receipt of your request and to discuss the scope of the project in detail. Adler's turnaround time on projects will vary depending on the complexities of the assignment. Anne will review timelines with you at the beginning of the project.

Here's what we need to know to help plan for a successful project:

- **Goals** — what is it that you want this piece to achieve
- **Target audience** — primary group or individuals you are looking to attract
- **Internal or external audience** — faculty, students, campus community, or general public
- **Project assets** — reference materials, photos, text, video, logos you may be able to provide
- **Type of services needed** — design, publication, signs, graphics, posters, etc.
- **Budget** — please provide your budget code for this project and an estimate of funds available

(Note: This form is NOT intended for Public Relations, speaking engagements, or website content updates. For Public Relations opportunities, download and fill out the PR Request Form. *To schedule President Geisler for a speaking engagement please download the* President Speaking Engagement Request Form. *To make your department/school updates to your mville.edu page please download the* Website Update Request Form.

We cannot proceed to place your request in our production queue until you have submitted this form in its entirety.

1. Project title
Enter the name of your project.

2. Your name

3. Department or office name
Enter your department or office name.

4. Contact phone number

5. Contact email address

6. Budget Code

7. Type of project

Check all that may apply.

☐ Brochures   ☐ Photography   ☐ Other (please specify)

☐ Publications   ☐ Advertising

☐ Hand-outs   ☐ Posters

☐ Signage   ☐ Web banners

8. Project deadline

Please enter the completion date.

9. Target audience for project

Enter your primary audience(s).

10. Project description

Enter a brief description, where and how this piece is going to be used. Include any web links if necessary.

11. Specs for project

The size of the project: width, height, number of pages, etc.

12. Content

Enter the copy you want on your piece here. Anything longer then 100 words, please provide in a separate MS Word document.

13. Goals
How would you define success for this project?

14. Will you be printing at the Copy Center or with an outside vendor?

☐ Copy Center ☐ Outside vendor ☐ No printing needed

15. Printing Specifications
If you are printing with an outside vendor. Please allow 2–3 days for price quotes to be submitted.

a. Quantity you are printing

Are you mailing through the vendor? ☐ Yes ☐ No

b. If you are mailing, what is the quantity you plan on mailing?

Will your project require envelopes? ☐ Yes ☐ No

c. Are there additional pieces that need to be mailed with your item? ☐ Yes ☐ No
If "yes," please explain.

d. Date you would like the piece printed
Please allow 3–5 days extra for mailing.

e. Is there a budget we need to stay within?

f. Any other information that is important to know for printing?

g. If printed pieces are getting delivered to Manhattanville, please provide the delivery information

16. Notes

Thank you.