MARKETING INFORMATION FORM

If you have questions or require assistance to complete this form, contact the marketing office at 617 879 7066 or marketing@massart.edu.

MASSART
MASSACHUSETTS COLLEGE OF **ART AND DESIGN**

INSTRUCTIONS

Before beginning a marketing-related project, complete and submit this form to the marketing office. All marketing projects funded by the college require approval before a purchase order will be issued.

Processing the marketing information form:
1. Complete the appropriate sections below, then save it to your computer: File/Save As/Department Name_Project Name.
2. Email the file as an attachment to ***marketing@massart.edu*** (preferred) or print and send to Marketing, 11th-floor Tower.
3. The marketing office will review and return a signed copy of the form ***within two business days***.
   Note: At times it may be necessary to clarify the information; responding to questions in a timely manner will help keep the review process on schedule.

4a. For projects with an anticipated cost over $5,000, send a signed copy to the purchasing office in order to initiate the bid process.
4b. For projects with an anticipated cost below $5,000, attach a signed copy to your purchase requisition.

Providing project drafts for review:
The marketing office must be provided with drafts prior to production. If prepared, drafts may be sent with this information form. To expedite the review process, please provide drafts in the following formats:

Print materials, advertisements, promotional products, and apparel: Provide drafts in ***PDF format***.
Note: On occasion, the marketing office may also require a printer's proof before a project goes into production.
Online advertisements: Provide drafts in whatever format is required for final delivery.
Radio advertisements: Provide drafts of copy in ***Microsoft Word*** and an ***mp3*** sample of the final spot before it airs.

In general, the marketing office will respond to drafts ***within three business days.*** However, large publications may require additional time. Though we will respond to drafts as swiftly as possible, please remember that changes may be required; ***it is important to build time for changes into the production schedule.*** Once a final draft has been approved, you will be provided with a signed form indicating that the project may be delivered to the vendor. In the event that a project is delivered without a final draft having been approved, the department placing the order is responsible for all costs incurred due to subsequent alterations.

We are happy to provide guidance throughout the duration of your project to minimize delays during the proofing stages and maximize your results. Please email us at ***marketing@massart.edu*** *if we may be of assistance.*

GENERAL INFORMATION

DEPARTMENT _____ **DATE** _____

CONTACT _____ **TITLE** _____

EMAIL _____ **PHONE** _____

JOB TYPE ☐ Printing ☐ Advertising ☐ Promotional Products or Apparel
☐ Consultants: *Graphic Designers, Writers, Photographers, others*

Note: Based on the job type you select, please complete the appropriate section below

HAS A VENDOR BEEN SELECTED? If so, indicate company name and location.

_____

IS A DRAFT ATTACHED? ☐ Yes ☐ No
Does not apply to graphic designers, photographers, or writers.

Note: For all printing, advertising, promotional products, and apparel, a draft must be provided at least one week prior to delivery to the vendor. If files are delivered without having been reviewed, any and all costs incurred for subsequent alterations are the responsibility of the department placing the order.

PRINTING PROJECTS

In the project description, please include the project name and indicated how and to whom it will be distributed (i.e. Folio, *distributed to alumni and donors by mail* or *admissions flyer distributed at college fairs).*

PROJECT DESCRIPTION _____

QUANTITY _____ **ANTICIPATED COST** _____ **DATE NEEDED** _____

FLAT SIZE _____ **FINISHED SIZE** _____ **# OF PAGES** _____

ANTICIPATED DATE OF DELIVERY TO PRINTER _____

BINDING/FINISHING ☐ Perfect ☐ Saddle Stitch ☐ Score ☐ Perforate # Scores/Perfs _____

COLOR
☐ Black Only
☐ One Color
☐ Two Color
☐ Four Color

BLEEDS
☐ Yes
☐ No

COVERAGE
☐ Heavy
☐ Medium
☐ Light

PAPER
☐ Gloss
☐ Matte
☐ Uncoated
☐ Other
Weight _____

PROOFS ☐ Hard Proof ☐ Digital Proof

Note: If a hard proof is not required, vendor must make a reasonable effort to ensure that colors match the appropriate Pantone swatches from the approved palette.

Note: In conjunction with the college's commitment to sustainability, reasonable efforts should made to select FSC-certified printers and to produce all materials with vegetable-based inks on paper with a high percentage of post-consumer content and manufactured using environmentally friendly practices.

ADVERTISING

Please attach copies of all estimates, ad schedules, and other information provided in advance by the media outlet.

Note: Advertising is effective only when coordinated as part of an overall strategy. Frequency and consistency are key. If this ad is a component of a larger campaign, please attach an advertising plan or any information available. If you are interested in working with the marketing office to develop an effective advertising plan, email marketing@massart.edu.

PROJECT DESCRIPTION

ANTICIPATED COST ☐ Print ☐ Radio ☐ Web ☐ Other

PRINT ADVERTISING

☐ *Display*
- ☐ Black and White
- ☐ One Color
- ☐ Two Color
- ☐ Four Color

Size (in.)

☐ *Outdoor*
- ☐ Black and White
- ☐ One Color
- ☐ Two Color
- ☐ Four Color

Size

☐ *Advertorial*
- ☐ Black and White
- ☐ One Color
- ☐ Two Color
- ☐ Four Color

Size (in.)

☐ *Text-only*

words

IN WHAT PUBLICATIONS OR LOCATIONS WILL THE AD APPEAR?

START DATE **END DATE** **# OF PLACEMENTS**

RADIO ADVERTISING

STATION(s) **COPY DEADLINE**

START DATE **END DATE** **# OF SPOTS**

WEB ADVERTISING

URL(s)

START DATE **# IMPRESSIONS** ☐ *Display* Size (in.)

END DATE **DEADLINE** ☐ *Text-only* Size (# words)

PROMOTIONAL PRODUCTS AND APPAREL

PROJECT DESCRIPTION

QUANTITY **ANTICIPATED COST** **DATE NEEDED**

ANTICIPATED DATE OF DELIVERY TO VENDOR

CONSULTANTS

☐ Graphic Designer ☐ Photographer ☐ Writer ☐ Other

PROJECT DESCRIPTION

START DATE **END DATE** **ANTICIPATED COST**

ADDITIONAL COMMENTS

Marketing Office *(Indicates that the purchasing process may be initiated)* Date:

To be completed by the marketing office

Received: Returned: Draft Received:

Marketing Office *(Indicates, when applicable, that the final draft is approved and may be delivered to the vendor)* Date: