

# Print & Marketing (Design & Editorial) WORK ORDER

All requests for print and marketing materials begin with this form.

(Note: Please use the "Stationery Request Form" for business cards and stationery.)

## THE BASIC PROCESS:

1. Tell us who you are and how to reach you.
2. Tell us what your project is, who it is for, how many you need and when is your deadline. Whenever possible, please allow at least two weeks to deliver your project.
3. Tell us as many details as you can about your project, what resources you have (written material, photographs, etc), and what you will need from us.
4. Set up a work meeting with us.

**Please fill out this form as completely as possible.** Answering these questions will help us understand your goals, and will allow us to set proper production timelines.

**Supply us with electronic files** (any program but Publisher) and paper copies of your text, artwork, photographs, etc.

**Bring any additional information** that might help us develop your content and design your project.

**Communications & Marketing**  
AD128, lower level

**Sandy Krolick**, Creative Director  
505 747.2191  
sandyk@nmmc.edu

**Mohammad Ali Musawi**  
Staff Reporter/PR Specialist  
505 747.2193  
ma.musawi@nmmc.edu

## 1. Contact information

Project Contact: \_\_\_\_\_

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

Phone: \_\_\_\_\_

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

## 2. Project

Project name: \_\_\_\_\_

Target audience: \_\_\_\_\_

Estimated budget: \_\_\_\_\_

Quantity needed: \_\_\_\_\_

Completion/Mail date: \_\_\_\_\_

## 3. Production details

### TYPE OF PROJECT OR PUBLICATION: CHECK ALL THAT APPLY

- |  |                                       |   |
|--|---------------------------------------|---|
| <input type="checkbox"/> Advertisement | <input type="checkbox"/> Postcard     | <input type="checkbox"/> Poster                   |
| <input type="checkbox"/> Brochure      | <input type="checkbox"/> Program      | <input type="checkbox"/> Press release or article |
| <input type="checkbox"/> Invitation    | <input type="checkbox"/> Book/Booklet | <input type="checkbox"/> Accompanying web page    |
| <input type="checkbox"/> Envelope      | <input type="checkbox"/> Other _____  |   |

### WRITING:

- |   |   |
|---|---|
| <input type="checkbox"/> All text supplied by you, the client | <input type="checkbox"/> Communications staff will write text |
| <input type="checkbox"/> Client-supplied text needs editing   | <input type="checkbox"/> Update text from last version        |

### ARTWORK & PHOTOGRAPHY:

- Do you want photos in your piece?  yes  no
- Who will provide the photos?  you, the client  Communications staff

### MAILING & DELIVERY:

- Will your piece be mailed?  yes  no
- If yes, does it need:  self-mailer  return mail card  envelope  w/ return address
- How will it be mailed?  first class  non-profit bulk

### MEDIA COVERAGE:

- Will your project require media coverage?  yes  no
- If yes, which publication, radio station, etc.? \_\_\_\_\_

## 4. Set up a work meeting with us

Contact Sandy (x2191) to schedule a meeting to discuss your project.  
Bring this form and all of your materials. Thank you!