

STATE COLLEGE OF FLORIDA, MANATEE-SARASOTA

Creative Services and Marketing Department

Creative Services and PR Request Form

Electronic form available at scf.edu/SCFPAM

Please submit this form to request creative services and/or PR from Creative Services and Marketing (CSM). If you have text or photos for this project, please include them with the request. If follow-up is required to complete the project, CSM will contact you. For any assistance with this form or to discuss a project, contact CSM at #65320.

Date Submitted _____

Date Finished Materials Required _____

Completion time will vary depending on the project size and scope.

Project Name _____

Requested by (Individual) _____ Department _____ Paid for by _____

Dept. Head or Admin. Approval _____ Person Authorized to Approve Final Proof _____

Is this request an update to a previous project completed by CSM? Yes No Don't Know

Type of Final Deliverables

Printed

- Ad
 Booklet
 Brochure
 Certificate
 Display
 Flyer
 Mailer
 Poster
 Other _____

Electronic

- Email blast (to targeted list of recipients, client provides email list. For SCFconnect messages, contact ITS.)
 Online ad (paid advertising)
 PDF
 Other _____

Free Promotion or PR

- Marquee announcement
 Post-event news release*
 Pre-event news release*
 Social media message
 Web calendar(s)
 Other _____

*News releases appear on the home page of the website

Kind of Printing

- Commercial Print
 Central Services
 Don't know
 N/A

Quantity

- _____
 Don't know
 N/A

Color

- Black and White
 Four color
 Other _____
 Don't know

Page Size

- 4 1/4 x 5 1/2
 5 1/2 x 8 1/2
 8 1/2 x 11
 8 1/2 x 14
 11 x 17
 Other _____
 Don't Know
 N/A

Project description: award/event, description, importance, theme, audience, contact information, etc.

If event: fee, date, time and location (campus, building, room, off-campus address).

