

Email to: jaysen@formula52.com

Station/City: WEEI FM, Providence

Required: ___ Script
 ___ Script & Produced Spot
 ___ Production
 ___ Campaign (# of spots ____?)

Length: ___ 15 second
 ___ 30 second
 ___ 60 second

Air Date:

Client Name:

Client Address:

(info for spot ONLY)

****Pronunciation Guide** _____

Website:

Phone:

Email Address To Send Creative:

Format of Radio Station spot(s) will air on: Sports? Rock?

Client questions:

What do you sell? _____

Who are your competitors? _____

What makes you different from them? _____

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What consumer needs/problems does your product/service solve?

Who is your customer (target demographic)? _____

What area of your business would you like to generate awareness for?

Do you already have a positioning statement (slogan/sell line)? _____

If yes, what is it? _____

Any specific details we should know about? (sales, events, etc)

How will you judge the results of your advertising? _____

Which of these 4 terms would best describe the type of campaign we

should create? _____ Direct _____ Branding _____ Informative _____ Fun
