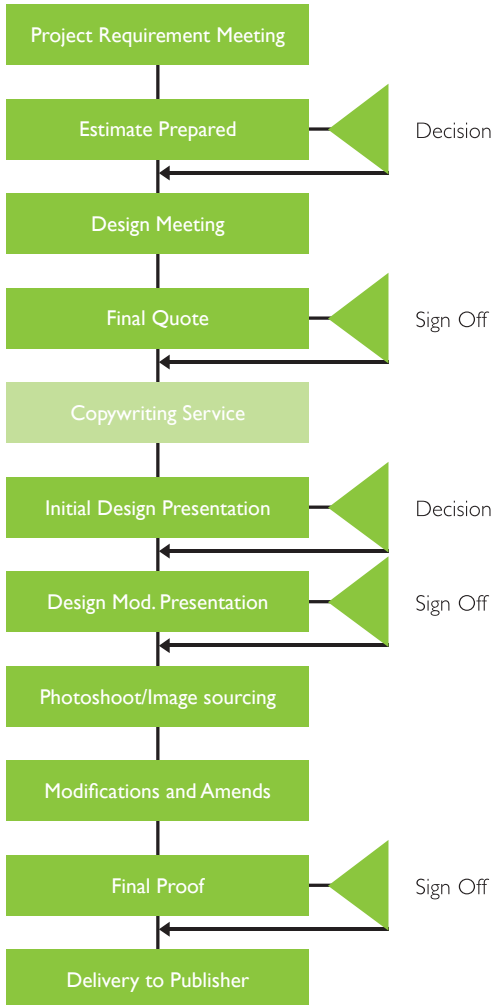




Publication Adverts



1. Project Requirement Meeting

In this meeting we will obtain an outline of your requirements so that we can propose an effective and relevant solution.

2. Estimate Prepared

Estimated costs based on initial project requirement meeting.

3. Design Meeting

To confirm the requirements and logistics of the final design:

- Target Audience/demographic and quantities
- Structure of the piece (Hook, Call To Arms & Contact)
- Message
- Campaign structure/duration
- Adverts – contact details, artwork requirements and spec, copy deadlines
- Publications – examples of previous editions of the chosen press
- Image purchase/photography requirements
- Inspiration & references
- Copy

4. Final Quote

Confirmation of final costings following design meeting (and predicted print costs if required).

5. Copywriting Service (if required)

We have an inhouse copy writing service to support your project if required.

6. Initial Design Presentation

Presentation of the ad concept(s) will be made with a feedback session for modifications/combinations to the initial design.

7. Design Modification Presentation

Presentation of the modified work.

8. Photoshoot (if required)/Image sourcing

If your project requires more specific content then the images we source on the stock photography sites then we can organise and direct a photoshoot according to your needs.

9. Modifications and Amends

Small visual refinements as well as text amends.

10. Final Proof

Hard copy proofs to be signed off.

11. Delivery to Publisher

The final advert print files will be delivered to the publication(s) according to their specifications for production.