

## 7cdm6fjYZ: cfa

1. Dear User,

When filling out this brief, fill out as much information as you can. If you're unsure of a question, leave it blank, we can explore that question at a later time.

2. I am a (\*)

client   prospective client   other

3. Name of Business

4. Contact Name(\*)

5. Station E-mail(\*)

6. Phone #

1. Production Details

2. Type of Business

3. Name Of Product/Service/Event To Be Featured

4. Request(\*)

Copy and Produce

5. Copy Length(\*)

30sec   60sec 6.

Focus of Ad Spot(\*)

7. Competitive Advantages

8. Vital Copy To Include

9. Station Format/Style i.e. talk radio, country, rock, jazz, etc.

10.

1. Call to action

2. Slogans to include

3. Disclaimers

4. Special Pronunciations

5. Any required Co-Op information

6. Other information

7. Client Website

8. How should we contact you?

E-mail Phone Mail

H\Ub\_`nci Zcf Vta d`YHj[ H.Y`dfcXi Vjcb Vf]YZZcfa "  
D`YUgY`gUj Y`UbX`Ya Uj`"  
\_g[ YH`WUj Y4[ a Uj`Vta