

# OPS Ad Design and Production Request

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

**Date Needed:** \_\_\_\_\_ **Sales Rep:** \_\_\_\_\_ **Client:** \_\_\_\_\_

Product: \_\_\_\_\_

Print Ad

Online Ad

Physical Size: Width: \_\_\_\_\_ X Depth: \_\_\_\_\_

Color Application: Black & White:  Process Color:  Spot Color:

## Live Production Ad:

Change as indicated

Use ONLY attached art

Redesign as shown.  
Detailed instructions or  
layout attached.

Redesign: Use creative license  
and new art.

Additional Instructions:

## Spec Ads or Campaigns:

Customer's Website for Reference:

\_\_\_\_\_  
 Keep the same look and feel

Change entire approach

See new layout instructions

Create a campaign (at least 3 ads)

Alternative sizes:

Width: \_\_\_\_\_ X Depth: \_\_\_\_\_

Width: \_\_\_\_\_ X Depth: \_\_\_\_\_

Width: \_\_\_\_\_ X Depth: \_\_\_\_\_

List additional sizes below.