

# PROJECT INITIATION REQUEST FORM



Please fill out ONE FORM for EACH PROJECT COMPONENT!

Email form to [pubs@pace.edu](mailto:pubs@pace.edu) and copy your Account Partner, if appropriate.

If you have questions, please call your Account Partner or Maria De La Cruz at (212) 346-1696.

Please allow 6 weeks for full production and 1 week for projects requiring approval only. DATE: \_\_\_\_\_  
DUE DATE: \_\_\_\_\_

## SECTION I: GENERAL INFORMATION

Your name: \_\_\_\_\_ Title: \_\_\_\_\_ Dept: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Project Name: \_\_\_\_\_

## SECTION II: ABOUT THE JOB

This is a:  New Job  Update/Revision  Consultation  Editorial Review  Image Request  Photographer

Components:  Advertisement  Banner  Brochure  Catalog  Email  Envelope  Flier

Invitation  Photos  Postcard  Poster  Program  Sign(s)  Web Content (NEW, or Update)

**Please attach existing, required, or pertinent copy along with creative brief, if applicable.**

Project description: (Be as specific as possible about what you need; e.g., 2-sided 4x6 postcard, 2 versions of eBlast: save the date and invitation, etc.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other considerations: (e.g., must fit in #10 envelope, must match design of previous document, horizontal or vertical orientation, must include partner logos, black and white only, etc.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## SECTION III: FINAL OUTPUT

Printed materials:  UR to provide printed pieces\*  Please provide print-ready images (I will print)

If UR to print please provide the following:

Print quantity: \_\_\_\_\_ Delivery address: \_\_\_\_\_

Web components:  PDF  Text and images ready for web  Email

## SECTION IV: TIMELINES

Desired delivery date: \_\_\_\_\_ Other critical dates: \_\_\_\_\_

## \*SECTION V: BUDGET INFORMATION (ONLY APPLICABLE IF UR IS PROVIDING PRINTED PIECES)

UR will provide estimate(s) based on quantity and specifications provided. You are responsible for providing the Purchase Order confirmation in order for UR to release the project for print.

Your signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor signature: \_\_\_\_\_ Date: \_\_\_\_\_