

FORM AD-652 Request for Creative Services



"Print Screens" with FFIS codes must be attached confirming sufficient funds to cover estimate before work can begin. (Contact your Financial Management Specialist for help.)

Send Signed Original to: USDA Creative Services, 1400 Independence Ave. SW, Room 517A, Washington, DC 20250-1380 Phone 202 720 6641 FAX 202 720 8197

AGENCY FINANCIAL MANAGEMENT INFORMATION:

Agency Name	Agency Number
MO Number	Is this a Blanket MO? <input type="radio"/> Yes <input type="radio"/> No
Line Number	Vendor Code for current fiscal year
Financial Management Contact	Phone
Service Authorized by	Authorized Signature

Creative Services Use Only

Creative Services Number
Project/Product Design Representative
Date Logged In
ESTIMATED COST
Estimated by Creative Services and Approved by Client Agency

AGENCY CLIENT CONTACT INFORMATION:

Agency Client Contact	Phone
Fax	Email address

PROJECT INFORMATION:

Date of Request	Date Due (Confirm with Creative Services)
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Job Title

Job Type:

<input type="radio"/> Brochure	<input type="radio"/> Presentation	<input type="radio"/> Other...
<input type="radio"/> Poster	<input type="radio"/> Campaign	
<input type="radio"/> Publication	<input type="radio"/> Event materials	
<input type="radio"/> Cover	<input type="radio"/> Banner	
<input type="radio"/> Theme art	<input type="radio"/> Web/multimedia	
<input type="radio"/> Logo/branding	<input type="radio"/> Revision	
<input type="radio"/> Pop-up exhibit	<input type="radio"/> Certif./Proc./Inv.	
<input type="radio"/> Custom exhibit	<input type="radio"/> Illustrations	

Target audience

- USDA internal
- Other Govt. Fed., State, & local
- Farmers and Ranchers
- Agribusiness
- Food processing industry
- Students and teachers
- Communities and groups
- Universities & research Inst.
- Consumers
- Special interest groups
- Foreign countries
- Other...

Description

Size Number of pages Copy writing needed? Yes No Exhibit structures Custom Stock Client provided

Number of colors Process Pantone Black only Photo research needed? Yes No Quantity structures

Special Publication features (binding, etc.)

Quantity of Photos Quantity of Illustrations Quantity of Charts Quantity of Tables

Presentation media Powerpoint slides Presentation boards Animated clips Interactive media Other...

Web sites Site design Flash animation Site revision Other... Site still graphics

Is a PDF needed? Yes No