

Full/fractional page ad design: Artwork brief

ADVERTISER AND BOOKING DETAILS

Client (per order form):

Product Brand:

COPY INFORMATION

Headline and/or Strapline *(The key message to convey to readers):*

Offer *(optional i.e. 'use code CHECKLIST for 20% off'):*

Call to action *(i.e. 'find out more', 'shop now'):*

DESIGN INFORMATION

Please send your images, logos, brand guidelines and any required font files as separate attachments to info@hurstmedialabs.com along with this brief. Alternatively you can supply Wettransfer/Dropbox/Drive links here for the team to access these files online.

Images *(please provide a selection of images and your logo):*

Brand colours:

Brand fonts *(please provide any licensed font files you may have):*

If you do not have specific brand guidelines, the design team can create something suitable for you, or take style inspiration from your website.

Once filled in, please return this brief to info@hurstmedialabs.com