

## Digital Advertisement (New Concept) Creative Brief

The following is a list of questions designed to define the overall goals of your advertisement including specific questions regarding audience, presentation and application. Please answer each of the questions in a brief and clear manner. Please add any additional notes or comments at the end of this questionnaire if necessary.

### 1 Job Details

1.1 Where will the ad appear? (Name of publication or website)

1.2 Digital Spec Sheet

I have attached one

All specifications can be found at this website

1.3 Type of file being delivered

Jpeg

Transparent PNG

Animated GIF

Flash

Other (please specify)

1.4 Dimensions in pixels (w x h)

Leaderboard 728 x 90

Medium Rectangle 300 x 250

Skyscraper 120 x 600

Full banner 468 x 60

Mobile banner 300x 50

Custom  px wide  px high

1.5 Original artwork

Job number of the original artwork

Publication name of the original artwork

1.5 Max File size  kb

1.6 Animation

Max number of rotations

Max time of entire animation?  secs

1.7 For Flash banners Click tags (if applicable)

Flash version

### 2 Additional Information

2.1 Is there anything else you feel is important for us to know?

### 3 Requested Deadlines

3.1 Concept

3.2 First round of amends

3.3 File delivery