



*"Profitable Billboard Rentals, Design & Printing"*

Royal Forgues Phone: (518) 353-0110

info@bseen24-7.com

Client's Name \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Static  Tri-Vision  Digital  Rotation Program

Board Size:  12'X24'  12'X48' Quantity: \_\_\_\_ Extensions:  Yes  No  Maybe

Background: *What is going on? What do you want to talk about/sell?*

Target: *Who are you trying to reach?*

Message: *Top 3 things about your business. How are you different? What do you want to communicate?*

One Thing: *Single most compelling benefit we can advertise to reach your audience.*

Tone: *Is there a particular tone you want your advertising message to have?*

Serious  Elegant  Soft  Tranquil  Luxurious  Reliable

Funny  Casual  Direct  Exciting  Affordable  Edgy

Notes:  Attachments  Materials  Website  Vectored Logo  Photos  Slogan  Text