



# On-Screen Advertising Creative Brief:

## **Advertiser Information:**

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

Website \_\_\_\_\_

Main Contact \_\_\_\_\_

Email Address \_\_\_\_\_

## **On-Screen Text (Ad Copy):**

Provide SHORT, bite-sized chunks of info. State your PRIMARY message in about 7 words or less. Limit your ad information to about 26 words.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## **Design Direction / Notes:**

Please provide any additional information we may need, such as specific colors, photos you would like, design and layout ideas, ect.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_