

## **BLUEGRASS MAILING DATA AND FULFILLMENT SERVICES**

Bluegrass Mailing Data and Fulfillment Services will be happy to provide writing and production services for your letters and direct mail pieces. The following information will enable us to provide you with print-ready art for your approval.

### **INFORMATION FOR WRITING AND CREATIVE SERVICES**

(This is a personal and confidential questionnaire that will be used to prepare text and finished art for your mail piece. PLEASE INCLUDE A BIOGRAPHY OR RESUME AND ANY EXISTING CAMPAIGN MATERIALS WITH THIS INFORMATION. All finished text and design are subject to final approval by the client.)

Client/customer: \_\_\_\_\_

### **PROJECT SPECIFICATIONS**

Letter/s

- General campaign appeal for vote
- Fundraising appeal
- Other

General campaign mailer (color photos and graphics)

- 5.5 x 8.5 self mailer
- 6 x 11 self mailer
- 8.5 x 11 self mailer

“VOTE” self mailer

- 6 x 9 generic content
- 6 x 9 custom content on one side (includes “mug shot” photo and graphics)

**GENERAL INFORMATION**

(PLEASE PROVIDE COPIES OF ANY CAMPAIGN MATERIALS ALREADY IN USE)

Your name as you want it to appear: \_\_\_\_\_  
(Name should match exactly how your name is going to appear on the ballot.)

Office for which you are running: \_\_\_\_\_  
(Office should match exactly how the office is listed on the ballot.)

\_\_\_\_\_ Primary election (date/year \_\_\_\_\_)  
\_\_\_\_\_ General election (date/year \_\_\_\_\_)

- \_\_\_\_\_ Democrat
- \_\_\_\_\_ Republican
- \_\_\_\_\_ Independent
- \_\_\_\_\_ Non-partisan election, do not reference party affiliation
- \_\_\_\_\_ Partisan election but prefer not to reference party affiliation

State \_\_\_\_\_

County/counties represented: \_\_\_\_\_  
\_\_\_\_\_

Campaign headquarters address: \_\_\_\_\_  
\_\_\_\_\_

Campaign telephone: \_\_\_\_\_

Campaign Web site: www. \_\_\_\_\_

Other published contact information: \_\_\_\_\_

Official financial disclaimer: Paid for by \_\_\_\_\_

## **VISUAL ELEMENTS**

### **PHOTOGRAPHS**

NOTE: It is recommended that mailings include the following: head and shoulders portrait (“mug” shot); family photograph; “action” shot/s (candidate meeting voters, speaking, etc.)

The following photographs will be provided in a digital format:

\_\_\_\_\_Portrait/mug shot

\_\_\_\_\_Family photograph (This photo can be posed or informal. Please ID everyone in the photo.)

\_\_\_\_\_Action shot/s (At least one is recommended. More can be provided for consideration. Provide caption if desired.)

\_\_\_\_\_I do not have photographs. Please recommend a photographer.

\_\_\_\_\_I will provide non-digital photographs.

Specify any photographs you require be included in your mail piece. If you do not specify a photograph or photographs, Bluegrass Mail will select photographs from those provided.

### **LOGO/GRAPHICS**

\_\_\_\_\_Campaign logo will be provided in a digital format

\_\_\_\_\_I do not have a campaign logo. Please provide a logo or recommend a graphic artist.

## **BACKGROUND INFORMATION FOR TEXT**

Why are you running for this office?

What issues are most important to the voters in your community/district?

What issues are you most concerned about?

What issues most distinguish you from your opponent/opponents?

List specific proposals, platform statements and/or bullet points that are already a part of your campaign.