

## Mojo Mailer, CLIENT ORDER BRIEF

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Date: \_\_\_\_\_ Website: \_\_\_\_\_  
Company Name: \_\_\_\_\_ Seed Address: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
Edition(s): \_\_\_\_\_ Design Notes: \_\_\_\_\_  
Address: \_\_\_\_\_ Design Colors: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_ Offer: \_\_\_\_\_  
Phone: \_\_\_\_\_ Event or Other Deadline: \_\_\_\_\_  
Email: \_\_\_\_\_ Payment Amount & Type: \_\_\_\_\_  
Goals/Notes: \_\_\_\_\_

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1. If you are providing your own ad, please make sure that your ad is sized appropriately and is print ready.
2. It is important that we receive a high resolution file of your logo within the next 2 days.
3. Please provide high resolution images that you would like to include in your ad.
4. Images and logos taken from your website are very low resolution and are not suitable for print. Below are suitable formats for images and logos.
  - PDF (2400 dpi at final print size, CMYK)
  - JPG (300+ dpi at final print size, CMYK)
  - Adobe Photoshop, InDesign, or Illustrator
5. Please provide copy. We recommend minimal copy; 50 words maximum or less.
6. Please provide an offer to entice consumers to contact you.
7. You are responsible for ensuring that your client supplied images and content are obtained legally and that you have full rights to use such images and copy in the work that we are printing on your behalf. Mojo Direct, LLC will not be responsible for any plagiarism or any other copyright, trademark, or other intellectual property violations.
8. Please understand that we have a responsibility to our other advertisers to ensure that all of the ads in our publication are professional and extremely high quality. For this reason, we reserve the right to reject client supplied artwork and copy that we feel will be inconsistent with the high-end focus of this mailer.

### Internal CHECKLIST FOR MOJO TEAM

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| <input type="checkbox"/> Payment                             | <input type="checkbox"/> Copy                       |
| <input type="checkbox"/> Signed Order                        | <input type="checkbox"/> Zoho                       |
| <input type="checkbox"/> Client Supplied Ad                  | <input type="checkbox"/> QB                         |
| <input type="checkbox"/> Verification of Contact Information | <input type="checkbox"/> Seed to Mail List          |
| <input type="checkbox"/> High Resolution Logo                | <input type="checkbox"/> Designer Assignment _____  |
| <input type="checkbox"/> High Resolution Pictures            | <input type="checkbox"/> Design Deadline _____      |
| <input type="checkbox"/> Offer                               | <input type="checkbox"/> Proof Approval, Name _____ |

Please email completed form to [info@mojo-direct.com](mailto:info@mojo-direct.com) • [www.mojo-direct.com](http://www.mojo-direct.com) • (866) 491-8483