

ATTACHMENT L

STATE OF INDIANA MEDIA REQUISITION

Please return completed form to: the Governor's Office @ e-mail address *Please note: the vendor will not begin work until it has a fully signed and completed Purchase Order from the agency. The Purchase Order number should be noted below and the fully signed, completed Purchase Order should be attached to this document.*

Date:	Purchasing From:	Media Budget:
State Agency:		Creative Agency (local or national):
State Agency Contact:		Creative Agency Contact:
Phone:		Phone:
E-Mail:		E-Mail:
Campaign:		Flight Dates:
P.O. Number (required):		Geographic Target Areas:
Billing Contact (Including Street Address):		Current Social Media Platforms:

☐ **RADIO** Length of Spot: :15☐ :30☐ :60☐

☐ **TV** Length of Spot: :15☐ :30☐ :60☐

☐ **WEB** Please list ad sizes and video available:
300X250 ☐ 300X600 ☐ 728X90 ☐ Other ☐:

☐ **OUTDOOR** Size:

☐ **NEWSPAPER** Size: # of Colors:

☐ **MAGAZINE** Size: # of Colors:

☐ **MANIPULATIVE FILES AVAILABLE TO CREATE ADDITIONAL CREATIVE ASSETS**

Please describe:

☐ **CREATIVE MATERIALS TO BE DEVELOPED BY**

VENDOR

PRIMARY TARGETS

Demographic	
Audience Profile	

SECONDARY TARGETS

Demographic	
Audience Profile	

CAMPAIGN OBJECTIVES INCLUDING URL FOR RESPONSE

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VALUE-ADDED REQUESTS - PLEASE DESCRIBE

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OTHER COMMENTS/SPECIAL INSTRUCTIONS

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- ☐ TRAFFIC INFORMATION ATTACHED ON STATE TRAFFIC REQUISITION FORM
- ☐ TRAFFIC INFORMATION TO BE PROVIDED LATER
- ☐ TRAFFIC INFORMATION NOT REQUIRED

GOVERNOR'S OFFICE APPROVAL:

STATE OF INDIANA TRAFFIC REQUISITION

Please return completed form to the Governor's Office @ e-mail address

Date:	Creative Agency:
State Agency:	Creative Agency Contact:
State Agency Contact:	Phone:
Phone:	E-Mail:
E-Mail:	Flight Dates:
Campaign:	P.O. Number:

RADIO SPOTS

Spot Distribution Method

DG Systems

Production House:

E-mail MP3

Production House Contact:

CD

Production House Phone:

Spot ISCI Code	Spot Length	Spot Title	Spot Rotation	Spot Flight Dates

TELEVISION/CABLE SPOTS

Spot Distribution Method

DG Systems

Production House:

Beta-SP

Production House Contact:

DVD

Production House Phone:

Spot ISCI Code	Spot Length	Spot Title	Spot Rotation	Spot Flight Dates

VALUE-ADDED COPY (IF ANY)

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COMMENTS/SPECIAL INSTRUCTIONS

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