DFMWR Marketing Work Order Request

Submit by E-mail | Print Form

W.O. #

Marketing use only

Project Title:

Date Submitted:

Due Date:

Last Name:

First Name:

Select you division from the list. If it is not there, type it in manually.

Phone:

Fax:

Division:

Project Info:

Location:

Event Time:

Will this be open to the public? ☐ Yes ☐ No

Military or DoD only? ☐ Yes ☐ No

Are tickets required? ☐ Yes ☐ No

Start Date:

End Date:

Bldg. #

Banner	Paper Price	Qty	Vinyl Price	Qty	Cost
3' x 9'					
4' x 8'					
8' x 8'					
6' x 24'					
				Total	

Flyers	Price	Qty	Cost
5.5" x 8.5" Black + White			
5.5" x 8.5" Color			
8.5" x 11" Black + White			
8.5" x 11" Color			
		Total	

Poster	Price	Qty	Cost
11" x 17"			
22" x 28"			
		Total	

Misc. Items	Cost
Total	

Grand Total

Include information on web site: ☐ Yes ☐ No

Include information in Out & About: ☐ Yes ☐ No

Send out for Global Distribution: ☐ Yes ☐ No

Message on Static Marquee: ☐ Yes ☐ No

Create a commercial: ☐ Yes ☐ No

Custom sizes are available. Please tell us what you need:

Additional comments or project details:

Please rate your overall satisfaction with this work order format.

☐ Very Satisfied

☐ Somewhat Satisfied

☐ Neutral

☐ Somewhat Dissatisfied

☐ Very Dissatisfied

Please provide us with your e-mail address and a digital signature..

e-mail: _____

Document Signature Field

For Marketing use only:

MARKETING FORM WO-01, 10-2007

Proof Submitted: Proof Accepted: Project Finished:

Marketing Work Order SOP

IMNW-CAR-MWM **14-Feb-06**

MEMORANDUM FOR DIRECTORATE OF MORALE, WELFARE AND RECREATION

SUBJECT: STANDING OPERATING PROCEDURE --WORK ORDER PROCESS

1. PURPOSE: To ensure all work is proofed and that Marketing staff members are made aware of information.

   a. Applicability: This standard operating procedure applies to all Morale, Welfare, and Recreation (MWR) Marketing staff members.

2. DUTIES AND PROCEDURES:

   A. Receiving work order(s).

      1. Work orders may be received by e-mail, fax, internal distribution/mail, or hand carried by requesting activity.
      2. Projects requiring specific artwork or logos must be provided to the Audio/Visual Specialist with the work order.
      3. All non-special event projects will be submitted to the Audio/Visual Specialist - 21 days one month prior to event. Our success is dependent on your prior planning!
      4. Special event projects will be submitted to the Audio/Visual Specialist no less than 4-months prior to event.

   B. Notify Audio/Visual Specialist.

      1. The Audio/Visual Specialist will assign the activity for review and clarification.
      2. The Audio/Visual Specialist will date/sign when received, verify work order's contents and make changes or additions if needed, then submit to the Graphics Department within 24 hours.

   C. Layout design of work order(s).

      1. The Graphics Department will date/sign in the work order.
      2. Graphics will then create a draft and present it to the Audio/Visual Specialist within 14 days for normal projects (special projects may take longer) for proof.

   D. Proofing of work order(s).

      1. The Audio/Visual Specialist will date/sign and proof the layout. The Audio/Visual Specialist will send the proof via e-mail or hard copy to requesting Program Marketing Representative. If there are additions, changes, or corrections, the Audio/Visual Specialist will note them and send back to the Graphics Department for correction. The Audio/Visual Specialist will return the layout to Graphics the same day when possible. At least one other marketing staff member will review the proof.

      2. The Graphics Department will sign/date the layout when they receive it. Changes will be made and proofed again by the Audio/Visual Specialist prior to the customer receiving. The Audio/Visual Specialist will follow the work order through until the final proof.

      3. Once the customer makes the final approval, printing may begin. If changes are noted, the Audio/Visual Specialist must be notified.

3. Point of contact is the undersigned, at 526-0536.

Sean Stewart
Chief, Marketing,
Advertising & Commercial Sponsorship