

# ARCA JINGLE INFORMATION WORKSHEET

## YOUR INFO:

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

## ADVERTISER'S INFO:

Exact name of advertiser's business: \_\_\_\_\_

Products and/or services: \_\_\_\_\_

Advertiser's current slogan or positioning statement: \_\_\_\_\_

Advertiser's target audience. Such as age range, economic background, ethnic considerations.

Does the advertiser use TV?  Yes  No      Does the advertiser use newspaper?  Yes  No

Radio station formats advertiser uses most: \_\_\_\_\_

Will the advertiser be using this music:  locally  regionally  nationally

Which market(s)? \_\_\_\_\_

Musical style preferred or that best fits the advertiser's image:

Would the client like to listen to some musical examples?  Yes  No

Does the client have a preference on vocals:  Male  Female  Mixed

Estimated budget for project: \_\_\_\_\_

Creative input (and specific information relative to lyric content, product names, services, points to stress, advantages of business, number of years in business, number of locations etc.):

**FAX 224-3329 / PHONE: 224-1111**

Demo rates are \$300.00 (applied to purchase price) on re-sing jingles.  
50% deposit required on original jingles. Balance due upon completion.  
Exclusive unlimited use within stated market(s) in perpetuity. ARCA retains copyright.