

Salesperson's Name _____

ADVERTISER PROFILE:

Account #:

Contract Level:

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Fax _____

Key contacts

Personality Style

Titles

Type of Business _____

Business anniversary _____

Agency? _____

Business Information:

Days/Hours _____

of locations _____

Number of Units _____

Sq. Feet _____

Number of Employees _____

What are this advertiser's most popular and profitable products and/or services? _____

What makes them special and what do they consider to be is their unique marketing niche? _____

Do they have any co-op dollars available? _____

Who are their competitors and what are their competitor's strengths and weaknesses? _____

What is their estimated market share comparison to competitors? _____

What economic trends (locally and nationally) are changing the way they presently operate? _____

What are the top two or three business challenges that the advertiser is most concerned with? _____

What primary goals has your advertiser set for the next 12-18 months? _____

CUSTOMER PROFILE

Male / Female _____ Age(s) _____ Birthday(s) _____
 Advertiser's interests, hobbies, and family _____

 Where do they live? _____

 Ad Dollar Spend Potential _____

 What do the advertiser's customers say about their business? _____

 Why do their customers buy from them? _____

 What is the average ticket sale \$? _____

 Who else would they like to attract to their business? _____

 What would they like to do better to increase traffic/sales? _____

ADVERTISING PROFILE

How are they presently marketing your business? _____

 What have been their most successful promotions? _____

 What experience have they had with advertising? _____

 Which season is busiest for them? _____

Ad Budget	% of Sales	How Established
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 Estimated Volume _____
 Percent of Budget and/or Advertising Revenue:

Newspaper	<input type="text"/>	Direct Mail	<input type="text"/>	Internet	<input type="text"/>
Radio	<input type="text"/>	Outdoor	<input type="text"/>	Other	<input type="text"/>
Television	<input type="text"/>	Yellow Pages	<input type="text"/>		

 Who handles Help Wanted advertising? _____

 Other key notes! _____
