



PRODUCTION PLAN

Company/Organization Contact Information			
NAME OF COMPANY OR ORGANIZATION		MEDIA PROJECT MANAGER OR MAIN CONTACT	
STREET ADDRESS			
CITY	STATE/PROVINCE	ZIP CODE	COUNTRY/TERRITORY
PHONE NUMBER	FAX NUMBER		EMAIL ADDRESS

Website General Information		
NAME OF WEBSITE/PROJECT		EXISTING DOMAIN NAME (If Applicable)
REQUESTED DOMAIN NAME(S) (The domain name is the web address of your website - Ex. www.google.com)		
WEBSITE/PROJECT TYPE (Highlight all that apply)		
ADVOCACY <input type="checkbox"/> NEWS <input type="checkbox"/>	BUSINESS <input type="checkbox"/> PERSONAL <input type="checkbox"/>	EDUCATIONAL <input type="checkbox"/> PORTAL <input type="checkbox"/>
		ENTERTAINMENT <input type="checkbox"/> OTHER → <input type="checkbox"/>
		INFORMATIONAL <input type="checkbox"/> OTHER TYPE _____
AULLE SERVICE REQUESTED	APPX # OF PAGES	PREFERRED METHOD(S) OF CONTACT FOR PRODUCTION
		<input type="checkbox"/> AulleMail <input type="checkbox"/> Email <input type="checkbox"/> AulleChat <input type="checkbox"/> Postal Mail <input type="checkbox"/> Telephone <input type="checkbox"/> Physical Meeting
TARGET START DATE OF PRODUCTION		TARGET LAUNCH DATE OF WEBSITE/PROJECT

Media Vision Analysis
PURPOSE OF WEBSITE/PROJECT (What are your objectives for the website/project?)
TARGET AUDIENCE (Who is your target audience for the site?)
KEY MARKETING POINTS (What do you want to tell your target audience?)

