

APPROVALS (for internal sign offs only)

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LILLY PRO MEDIA/ESTIMATE REQUEST

01/2020

PROJECT	VV-HE-US-DEL-0639 Managing Migraine	
PO#		
FORMAT	☐ Self Cover	☐ Tabs
	☐ Front Cover	☐ Posters
	☐ Back Cover	☐ PI
	☐ Letter	☐ ISI
	☐ Text	
	☐ Other (specify):	
PAGES	8	
SIZE	Flat: 17.5" X 6" Folds to 8.75" X 6" landscape	
PAPER WEIGHT	100# dull cover front and back pages- Sturdy booklet. Inside pages 80# weight.	
PAPER FINISH	PAPER	PLASTIC
	☐ Gloss	☐ ClingZ
	☒ Dull	☐ Matte 13 oz
	☐ Matte	☐ Banner Material
	☐ Offset	☐ Matte Removable Adhesive Vinyl
	☐ Opaque	☐ Gloss Rigid Vinyl
	☐ C1S	☐ Matte Smooth Banner
	☐ C2S	☐ Nylon Banners
	☐ Other (specify):	

Continued on page 2

SIDES	☐ 1-sided	☒ 2-sided
INKS	☒ CMYK	☐ PMS
	If PMS, list colors:	
COATING	☐ AQ Gloss O/A	☐ UV Gloss Spot
	☐ AQ Gloss Spot	☐ UV Dull O/A
	☐ AQ Dull O/A	☐ UV Dull Spot
	☐ AQ Dull Spot	☐ Varnish Gloss Spot
	☐ AQ Satin O/A	☐ Varnish Dull O/A
	☐ AQ Satin Spot	☐ Varnish Dull Spot
	☐ UV Gloss O/A	☐ NONE
QUANTITY	TBD	
FILE TYPE	Press Quality PDF with bleeds from InDesign CC2015	
FINISHING Check all that apply	☒ Score	☒ Saddle Stitch
	☐ Side Stitch	☐ Perforation
	☒ Folds	☐ Perfect
	☐ Grommets	☐ Lamination
	☒ Trim	☐ Wire-O Bind
	☐ Special Folds	☐ Mounting
	☐ Die Cut	☐ Plasti-coil Bind
	☐ Velcro	☐ Tabs
	☐ # of Pockets _____	☐ Drill: # of holes _____
	☐ Pad: # of sheets per pad _____	
DELIVERY		
SAMPLES		
DUE DATE		
NOTES		