Editor/Phone:

_____

Designer/Phone:

_____

Copy Ed/Phone:

_____

## PACKAGING OPTIONS:
(Select all that apply)

*VISUAL ELEMENTS:*
❑ PHOTOS/live
❑ PHOTOS/archival
❑ ILLUSTRATION
❑ INFOGRAPHIC
 ❑ MAP
 ❑ CHART
 ❑ DIAGRAM
 ❑ TABLE
❑ OTHER _____

_____
_____

*STANDING FURNITURE:*
❑ COLUMN LOGO
❑ SERIES LOGO
❑ TAGLINE AT END
❑ PAGE TOPPER
❑ OTHER _____

_____
_____

*TEXT PULLOUTS:*
❑ WHO WINS? WHO LOSES?
❑ WHAT'S AT STAKE?
❑ WHAT HAPPENS NEXT?
❑ KEY PLAYERS
❑ KEY ISSUES
❑ FOR MORE INFO
❑ TIMELINE
❑ BIO BOX
❑ EXCERPT
❑ GLOSSARY
❑ Q&A
❑ READER QUIZ
❑ QUOTE-O-RAMA
❑ WHERE TO GO
❑ OTHER

_____
_____
_____

*PROMO ELEMENTS:*
❑ STORY REFER
❑ COMING UP
❑ ON THE WEB
❑ OTHER

_____
_____

Section: 

Run Date: 

Page Number: 

# Package Planner Form

FOR USE IN PLANNING CENTERPIECE PACKAGES, FEATURES, SERIES OR PROJECTS. Version 02.04.04, by Ron Reason. For more info on how to adapt or use this form, or for design and editing tips, advice and commentary, visit www.ronreason.com or www.garcia-media.com

**MAIN STORY: Slug (story name)** _____
**Writer/phone:** _____ **Photographer/phone:** _____ **Artist/phone:** _____

**What's new or relevant about this story** *(ask: why should the reader care?)*:
_____
_____

**Headline/deck (subhead) options** *(ask: does the head or deck complement the visuals?)*:
_____
_____

**Visual options - photos, graphics, pullouts** *(refer to the list at left)*:
_____
_____

**SECONDARY STORY OR SIDEBARS:**

**Slug (story name)** _____
_____

**Headlines:** _____
_____
_____
_____

**Visuals:** _____
_____
_____
_____

**Anything else to know about this package?**
**(Special deadlines or other instructions):**
_____
_____
_____
_____

**SKETCH LAYOUT IDEAS IN TEMPLATE BELOW:**