

When complete, submit form with your marketing materials to: [TargetGiftCardApprovals@Target.com](mailto:TargetGiftCardApprovals@Target.com)

**Contact Information:** Whom should we contact about your Target GiftCard promotion?

Name:

Company:

Phone:

E-mail:

Name of Company Offering Promotion:

Are you a ☐ new client ☐ existing client?

What industry is the promotion geared toward?

**Offer:** What must a person do or accomplish to receive a Target GiftCard?

**Timing:** When does the promotion begin and end?

**Audience:** Who will receive the promotion? Are there specific regions that will receive the promotion?

**Distribution Quantity:** How many people will see or receive materials about the promotion?

**Distribution Method:** How will you be distributing the gift cards to the promotion recipients?

**Channel(s):** Please check elements below that feature the Target name or gift card image and indicate the number of versions or pages of each.

☐ Direct Mail: Number of Versions:

☐ Radio: Number of Versions:

☐ Email: Number of Versions: Subject Line:

Source of address list:

☐ Newspaper: Number of Versions: Dimensions:

☐ Web Page: Number of Versions: URL:

☐ TV: Number of Versions:

☐ Other: Description:

**Forecast:** Please provide the estimated gift card purchase you will make for this promotion in units and dollars

