

## EVALUATION OF RECRUITING ADVERTISING MATERIALS

TO

THRU

FROM

### I. DESCRIPTION OF PROJECT

PROJECT NUMBER

PROJECT TITLE

### II. EVALUATION OF PRINTED MATERIALS

A. **ARTWORK:** Does all photography support the message? Is it appropriate and in good taste? Briefly state your opinion on the effectiveness and quality of the photography.

B. **COPY:** Is the message clearly and logically told? Is there room for misunderstanding? What is your opinion of the writing style?

C. **EFFECTIVENESS:** Briefly state why this advertising material is effective or ineffective. Include responses from the target market if available.

D. **OVERALL EVALUATION:** What is your overall evaluation of this piece of literature? Briefly give your reasons.

### III. EVALUATION OF AUDIOVISUAL MATERIALS

A. **CONTENT:** Is the message clearly and logically stated? Does the product achieve its objective?

B. **AUDIENCE/MEDIA RESPONSE:** What was the reaction when you used this product? What was the response from a radio or TV station?

C. **OVERALL EVALUATION:** Briefly state your overall evaluation of this product.

### IV. REVIEWING OFFICIAL

TYPED OR PRINTED NAME, GRADE AND ORGANIZATION

DUTY TITLE

DATE

SIGNATURE

**Download any U.S. FedForm (free, fillable, savable in Adobe Reader)!  
Start with the "Flash Demo" at the top of the following page:  
[www.usa-federal-forms.com](http://www.usa-federal-forms.com)**

**Convert any fillable PDF form to savable (locally, in Adobe Reader):  
[www.savePDF.com](http://www.savePDF.com)**

**Convert any document (in any format) to PDF fillable and savable:  
[www.FillinDocs.com](http://www.FillinDocs.com)**

**All (10's of 1,000's) U.S. Federal Forms already fillable, savable:  
[www.usa-federal-forms.com](http://www.usa-federal-forms.com)**

---

### **About the ITAOP/savePDF Method**

The traditional Field-by-Field creation process is extremely ineffective and slow.

The only realistic option to create high-quality forms is the Insert-Text-Anywhere-on-Page (ITAOP) method.

The field creation process is about 10,000 times faster than the traditional method; the list of ITAOP features is not even available for the traditional method.

ITAOP savePDF method proved to be very simple and completely reliable for millions of users all over the world (incl. individuals, companies, organizations, government employees).