

Broadcast Media Proposal Template

1. Client & Campaign Information

Client/Organization Name

Campaign Title

Date

Prepared By

2. Campaign Objectives

3. Target Audience

4. Media Strategy

5. Broadcast Media Channels

Channel(s) Proposed (TV, Radio, Streaming, etc.)

Program/Slot Suggestions

Flight Dates

6. Creative Approach

7. Budget Breakdown

8. Measurement & Reporting

9. Terms & Conditions / Notes

Signature: _____ Date: _____