

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

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7. Budget Breakdown

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8. Measurement & Reporting

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9. Terms & Conditions / Notes

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Signature: _____ Date: _____