

Outdoor Advertising Proposal Template

Billboard Campaigns

Prepared For:

Prepared By:

Date:

1. Campaign Overview

Campaign Name:

Objective:

Target Audience:

Duration:

2. Billboard Details

| Location | Size | Type | Impressions |
|----------|------|------|-------------|
| | | | |
| | | | |

3. Creative Specifications

Artwork Dimensions:

File Format:

Submission Deadline:

4. Investment Breakdown

| Description | Unit Cost | Quantity | Total |
|-------------|-----------|----------|-------|
| | | | |
| | | | |

5. Terms & Conditions

6. Approval

Client Name & Signature:

Date:
