

Print Media Proposal Template

AGENCY / COMPANY INFORMATION

Agency/Company Name:

Contact Person:

Phone Number:

Email Address:

Date:

CLIENT / BRAND

Client/Brand Name:

Product / Service:

PROJECT OVERVIEW

Objective & Goals:

Target Audience:

Key Message(s):

MEDIA PLAN

Proposed Print Media Outlets:

Ad Formats & Sizes:

Placement Dates:

Circulation/Reach:

BUDGET & INVESTMENT

Estimated Budget:

Cost Breakdown:

MEASUREMENT & REPORTING

KPIs/Success Metrics:

Reporting Method:

NOTES & TERMS

Additional Information / Terms:
