

Outdoor Advertising Proposal

1. Company Information

Prepared for: _____

Prepared by: _____

Date: _____

2. Campaign Overview

Objective: _____

Target Audience: _____

Campaign Duration: _____

Locations: _____

3. Proposed Advertising Mediums

Medium	Size/Format	Location	Duration	Quantity

4. Creative Brief

- Key Message: _____
- Design Concept: _____
- Call to Action: _____

5. Timeline

Milestone	Date	Notes

6. Investment

Item	Description	Cost
Total		

7. Terms & Conditions

8. Acceptance

Client Signature & Date

Company Representative & Date