

TV Advertising Proposal

Agency Details

Agency Name

Enter agency name

Contact Person

Enter contact person

Email

Enter email

Phone

Enter phone number

Client Details

Client Name

Enter client name

Brand / Product

Enter brand or product

Campaign Overview

Campaign Objective

State the main objective

Target Audience

Describe the target audience

Key Message

State the key message

Campaign Duration

e.g. 1 June - 30 June 2024

Budget

Enter proposed budget

Media Plan

Channel	Program	Spot Duration	No. of Spots	Timing/Daypart

Deliverables & Timeline

Deliverables

e.g. TV commercials, reports

Timeline / Milestones

Key dates and deadlines

Approval & Signature

Authorized Signature

Date
