

# TV Advertising Proposal

## Agency Details

Agency Name

Enter agency name

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Contact Person

Enter contact person

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Email

Enter email

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Phone

Enter phone number

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## Client Details

Client Name

Enter client name

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Brand / Product

Enter brand or product

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## Campaign Overview

Campaign Objective

State the main objective

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Target Audience

Describe the target audience

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Key Message

State the key message

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Campaign Duration

e.g. 1 June - 30 June 2024

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Budget

Enter proposed budget

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## Media Plan

Channel	Program	Spot Duration	No. of Spots	Timing/Daypart

## Deliverables & Timeline

### Deliverables

e.g. TV commercials, reports

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### Timeline / Milestones

Key dates and deadlines

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## Approval & Signature

### Authorized Signature

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### Date

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TV Advertising Proposal Template — Prepared by [Agency Name]