

# MARKETINGRENAISSANCE.COM

## MEDIA PLANNING TEMPLATE - ADVERTISING

Name of Advertising Campaign: \_\_\_\_\_

Campaign Code: \_\_\_\_\_

Products/Services Promoted: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Goal: \_\_\_\_\_

Budget: \_\_\_\_\_

Actual Spent: \_\_\_\_\_

### Publication

Name	Circulation	Frequency	Ad Size	Color or B&W	Ad Placement	Cost

### Incentive to Respond

Gift	Free Offer	Cost

### Production

Materials Due Date	Insertion Date	Production Cost	Creative Costs

### Call to Action

Landing Page URL	Telephone	Fax	Post Card

### Tracking Results

Total cost of Campaign	No. of Leads/Cost per Lead	No. of Sales/Cost per Sale	Gross Sales	ROI