

ADVERTISING MEDIA PLAN TEMPLATE EXAMPLE

User To enter Quantity, Projected Cost Per Unit, and additional Campaign Types. Subtotals and Chart Information will populate automatically.

PROJECTED
SUBTOTAL
TO DATE
\$ 70,025.00

Campaign Type	Qty	Projected Cost Per Unit	Projected Subtotal	Comments
National Marketing			\$ 2,500.00	
Banner Ads	4	\$500.00	\$ 2,000.00	
			\$ -	
			\$ -	
Local Marketing			\$ 13,500.00	
Newspaper	6	\$600.00	\$ 3,600.00	
Outdoor Advertising	3	\$3,500.00	\$ 7,000.00	
POP	2	\$500.00	\$ 1,000.00	
In-Store Marketing	4	\$400.00	\$ 1,600.00	
			\$ -	
Public Relations			\$ 800.00	
Public Events			\$ -	
Sponsorships			\$ -	
Press Releases	8	\$100.00	\$ 800.00	
Webinars			\$ -	
Conferences			\$ -	
Client Events			\$ -	
			\$ -	
Content Marketing			\$ 14,400.00	
Sponsored Content			\$ -	
Landing Page	12	\$1,200.00	\$ 14,400.00	
White Papers / eBooks			\$ -	
			\$ -	
Social Media			\$ 4,800.00	
Twitter	20	\$100.00	\$ 2,000.00	
Facebook	20	\$100.00	\$ 2,000.00	
Snapchat	10	\$100.00	\$ 1,000.00	
Instagram	10	\$100.00	\$ 1,000.00	

- National Marketing

Public Relations

Social Media

Advertising

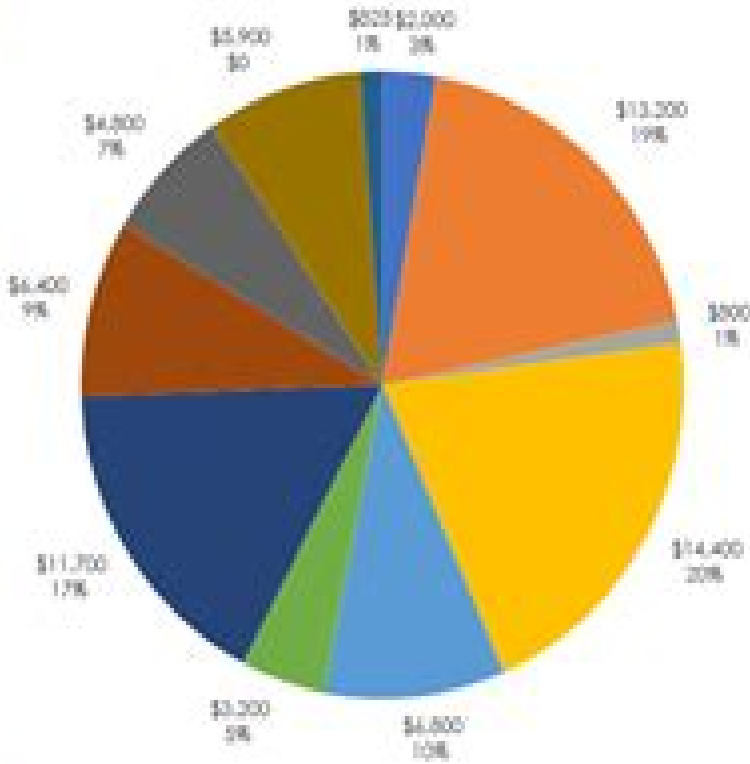
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