

Display Ad Media Plan

Prepared by:

Date:

Broad Campaign

URL	Visitor Demographics	Reach
(Insert name and URL here)	(Insert visitor demographics here)	(Insert the amount of visitors who would see the ad over a 30 day period)

Placement Location:

Here, you will include the location of your ad placement.

Ad Format and Specs:

Here, you will include the specific format and specs for the ad.

Messaging Strategy:

Here, you will include the information you want to communicate through the ad.

Campaign Goal(s):

This should include one to two sentences that describe what you want to achieve with this campaign.

Special Offers and Incentives:

Please include any special offers or incentives here.

Launch Date:

This should include the campaign's future launch date.

Targeted Campaign

URL	Visitor Demographics	Reach
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(Insert name and URL here)	(Insert visitor demographics here)	(Insert the amount of visitors who would see the ad over a 30 day period)
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Placement Location:

Here, you will include the location of your ad placement.

Ad Format and Specs:

Here, you will include the specific format and specs for the ad.

Messaging Strategy:

Here, you will include the information you want to communicate through the ad.

Campaign Goal(s):

This should include one to two sentences that describe what you want to achieve with this campaign.

Special Offers and Incentives:

Please include any special offers or incentives here.

Launch Date:

This should include the campaign's future launch date.

Intention-Based Campaign

Keyword	Average CPC	Search Volume (Reach)
Include a list of 8-10 branded terms to measure and protect in this column.	Include the monthly search volume for each branded term in this column.	Include the average CPC for each branded term in this column.

Ad Format and Specs:

Here, you will include the specific format and specs for the ad.

Messaging and Conversion Strategy:

Here, you will include the overall messaging strategy for this campaign as well as the conversion strategy. Pro tip: don't forget to tie in the broad and targeted campaigns here!

Campaign Goal:

This should include one to two sentences that describe what you want to achieve with this campaign.

Special Offers and Incentives:

Please include any special offers or incentives here.

Launch Date:

This should include the campaign's future launch date.

Email Newsletter Sponsorship

Email Newsletter Name	Subscriber Demographics	Subscribers/Reach
(Insert name and URL of website/company here)	(Insert subscriber demographics here)	(Insert the amount of list subscribers)

Placement Location:

Here, you will include the specific location of your ad within the email newsletter.

Ad Size:

Here, you will include the specific dimensions of the ad to be placed within your selected email newsletter.

Ad Format and Specs:

Here, you will include the specific format and specs for the ad.

Messaging Strategy:

Here, you will include the information you want to communicate through the ad.

Campaign Goal(s):

This should include one to two sentences that describe what you want to achieve with this campaign.

Special Offers and Incentives:

Please include any special offers or incentives here.

Launch Date:

This should include the campaign's future launch date.