

Ad Media Opportunity Evaluation

Date:

Media Vehicle

Where and when is this running?

Objective

What are you trying to achieve with this media opportunity?

Inclusions

What are all the things the media opportunity includes?

Target Audience & Reach

Who is the target audience and how many will it reach?

Estimated Return

What is the estimated results based on your experience?

Cost

What is the total cost? Also include production costs.

Value

Based on your objective, is the cost worth the estimated return?

Deadlines

When does it need to be reserved by? When are the ad materials due?

Results

What were the actual results after the media ran