**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11854&utm_source=template-word&utm_medium=content&utm_campaign=Advertising+Media+Plan-word-11854&lpa=Advertising+Media+Plan+word+11854)ADVERTISING MEDIA PLAN   
TEMPLATE**

ADVERTISING MEDIA PLAN

MEDIA CHANNELS AND PLATFORMS 1

List the various media channels and platforms that will be used for advertising. Specify whether these are digital (social media, display ads, search engine ads) or traditional (print, radio, television).

|  |  |  |
| --- | --- | --- |
| CHANNEL TYPE | CHANNEL | PLATFORM |
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MEDIA BUDGET ALLOCATION 2

Create a structured breakdown for allocating the budget to different media channels. Unlike a simple ad plan template, this template emphasizes the distribution of resources across various media outlets.

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| --- | --- | --- | --- |
| CHANNEL TYPE | CHANNEL | % OF BUDGET BY CHANNEL | % OF TOTAL BUDGET |
|  |  |  |  |
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MEDIA SCHEDULE 3

Design a timeline that outlines when and how frequently ads will run on each media channel. This step highlights the temporal aspect of media planning, which distinguishes it from a simple ad plan.

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| --- | --- |
| CHANNEL | TIMELINE |
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CREATIVE SPECIFICATIONS 4

Include the creative specifications for each media channel. For instance, TV ads might require different formats than social media posts.

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| --- | --- |
| CHANNEL | SPECIFICATIONS |
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MEDIA BUYING STRATEGY 5

Incorporate a section that explains the approach to media buying, including negotiations, placements, and ad scheduling. This strategy sets the tone for how the ads will be executed.

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FREQUENCY AND REACH 6

Estimate the expected frequency and reach for each media channel. This step helps you to gauge the potential impact of the campaign on the target audience.

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| CHANNEL | FREQUENCY AND REACH |
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MEDIA PERFORMANCE METRICS 7

Outline the performance metrics relevant to each media channel. These metrics might include impressions, click-through rates (CTRs), conversion rates, and more.

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| --- | --- |
| CHANNEL | METRIC |
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INTEGRATION WITH OVERALL PLAN 8

Specify how the media plan aligns with the broader advertising and marketing objectives. Address how your media strategies contribute to achieving the campaign goals.

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ROI AND EFFECTIVENESS 9

Discuss how the chosen media mix is expected to generate a return on investment (ROI) and drive campaign effectiveness. This plan differs from a simple advertising plan by diving deeper into media-specific metrics.

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MEDIA VENDOR DETAILS 10

List media vendors, partners, and any third-party services involved in executing the media plan.

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| --- | --- |
| CHANNEL | VENDORS |
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MEDIA OPTIMIZATION 11

Explain how the media plan will be optimized based on real-time data and insights gathered during the campaign. This step highlights the dynamic nature of media planning.

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