**[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+Example-word-11854&lpa=Advertising+Media+Plan+Example+word+11854)ADVERTISING MEDIA PLAN   
TEMPLATE EXAMPLE**

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 |
| Digital Channels | Social Media | Facebook, Instagram, Twitter |
|  | Display Ads | Google Display Network, programmatic |
|  | Search Engine Ads | Google Ads, Bing Ads |
| Traditional Channels | Print | Local newspapers, magazines |
|  | Radio | Local FM Stations |
|  | Television | Local broadcast and cable |

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 |
| Digital Channels | Social Media | 25% | 60% |
|  | Display Ads | 20% |  |
|  | Search Engine Ads | 15% |  |
| Traditional Channels | Print | 15% | 40% |
|  | Radio | 15% |  |
|  | Television | 10% |  |

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.

|  |  |
| --- | --- |
| CHANNEL | TIMELINE |
| Social Media: Facebook | 4 posts per week (Mon, Wed, Fri, Sun) |
| Social Media: Instagram | 3 posts per week (Tue, Thu, Sat) |
| Display Ads | Ongoing throughout the campaign |
| Search Engine Ads | Ongoing throughout the campaign |
| Print: Local Newspapers | Weekly ads every Sunday |
| Print: Magazines | Monthly ads in local lifestyle magazines |
| Radio | Two 30-second spots per day during morning and evening drive times |
| Television | Biweekly ad placements during prime time shows |

CREATIVE SPECIFICATIONS 4

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

|  |  |
| --- | --- |
| CHANNEL | SPECIFICATIONS |
| Social Media: Facebook | 1200 x 628 images with engaging copy |
| Social Media: Instagram | 1080 x 1080 square images or carousels |
| Display Ads | Standard banner sizes (300 x 250, 728 x 90, 160 x 600)  with eye-catching visuals and succinct messaging |
| Search Engine Ads | Text-based ads with relevant ad extensions |
| Print: Local Newspapers | Full-page color ads with high-resolution imagery |
| Print: Magazines | Full-page color ads with high-resolution imagery |
| Radio | Script for 30-second ads with engaging voiceover |
| Television | 15-second video ads showcasing key product features |

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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| • Negotiate with media vendors for favorable rates and placements.  • Utilize programmatic advertising for display ads to maximize targeting efficiency.  • Schedule television ads during popular local programs with high viewership. |

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.

|  |  |
| --- | --- |
| CHANNEL | FREQUENCY AND REACH |
| Social Media | Estimated reach of 150,000 users per week |
| Display Ads | Estimated impressions of 1 million per month |
| Search Engine Ads | Estimated click-through rates (CTRs) of 3% |
| Print | Circulation of 50,000 for newspapers and 20,000 for magazines |
| Radio | Estimated listenership of 100,000 during morning and evening drives |
| Television | Estimated viewership of 200,000 per biweekly ad placement |

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.

|  |  |
| --- | --- |
| CHANNEL | METRIC |
| Social Media | Engagement metrics (likes, comments, shares), CTRs |
| Display Ads | Impressions, CTRs, conversion rates |
| Search Engine Ads | CTRs, conversion rates |
| Print | Circulation, engagement through QR codes |
| Radio | Ad recall and website visits |
| Television | Viewership ratings, website visits |

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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| The media plan aligns with the broader advertising objectives of increasing brand visibility and driving website traffic, both of which contribute to the campaign's success. |

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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| • Anticipated ROI calculated based on expected conversions and average order value.  • Effectiveness measured by increases in website traffic, engagement, and eventual sales. |

MEDIA VENDOR DETAILS 10

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

|  |  |
| --- | --- |
| CHANNEL | VENDORS |
| Social Media | Facebook Ads Manager, Instagram Ads |
| Display Ads | Google Display Network, programmatic platforms |
| Search Engine Ads | Google Ads, Bing Ads |
| Print | Local newspaper ad sales departments, magazine ad sales departments |
| Radio | Local FM radio stations |
| Television | Local broadcast and cable networks |

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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| • Monitor performance metrics in real time to identify underperforming channels.  • Adjust budget allocations based on performance data.  • Optimize ad creatives based on engagement and conversion rates. |

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