

Annual Media Budget & Planning Document

1. Overview

Fiscal Year

e.g. 2024

Prepared By

Name / Department

Date

2. Objectives

Describe main media goals and objectives for the year...

3. Media Strategies

Briefly outline key strategies...

4. Media Channels & Tactics

Channel	Tactics	Target Audience	Budget Allocation	Key Dates
e.g. Social Media	e.g. Paid Ads, Posts	e.g. 18-35 yrs	\$	Jan-Apr, Aug

5. Annual Budget Summary

Item	Q1	Q2	Q3	Q4	Total
e.g. Social Med	\$	\$	\$	\$	\$

Item	Q1	Q2	Q3	Q4	Total
e.g. TV					

6. KPIs & Performance Metrics

List expected performance indicators (e.g. Impressions, Clicks, Leads)...

7. Notes & Additional Comments

Other considerations, budget flex, risks...