

Outdoor Advertising Media Plan Outline

1. Executive Summary

Brief overview of the media plan objectives, strategies, and expected outcomes.

2. Situation Analysis

- Market Overview
- Target Audience Profile
- Competitor Analysis
- SWOT Analysis

3. Marketing & Advertising Objectives

- Define clear, measurable objectives
- Examples: Awareness, reach, engagement, conversions

4. Target Audience

- Demographics
- Geographic Targeting
- Behavioral & Psychographic Insights

5. Media Strategy

- Recommended Outdoor Media Types
 - Billboards
 - Transit Advertising
 - Street Furniture
 - Other formats (Wallscales, Digital, etc.)
- Geographic Allocation
- Timing & Scheduling
- Creative Considerations

6. Media Plan Details

1. Media Vehicles & Locations
2. Budget Allocation
3. Flight Dates
4. Estimated Reach & Frequency
5. Creative Specifications

7. Measurement & Evaluation

- Key Performance Indicators (KPIs)
- Tracking & Reporting Methods
- Optimization Plan

8. Budget Summary

Breakdown of total spend, by media type, production, and other costs.

9. Timeline

Milestones and schedule for planning, placement, execution, and evaluation.

10. Appendix

- Maps & Location Details

- Vendor Information
- Sample Creative Mockups