

Radio Campaign Media Planning Example

1. Campaign Overview

- Client:** Sample Brand
- Campaign Name:** Summer Promotion 2024
- Objective:** Increase awareness of summer product line and drive store visits
- Duration:** July 1 - July 31, 2024
- Target Audience:** Adults 25-49, urban area

2. Key Media Strategies

- Focus on peak listening times (Morning & Evening Drive)
- Partner with leading stations targeting desired demographic
- 30-sec and 15-sec radio spots for frequency and cost-efficiency
- Complement with live mentions and sponsor segments

3. Selected Stations & Schedule

Station	Format	Target Demo	Spots/Day	Dayparts	Total Spots
RADIO 101.1 FM	Adult Contemporary	25-49	4	AM, PM Drive	124
URBAN HITS 88.7	Top 40	18-34	2	Midday, PM Drive	62
NEWS TALK 560	News/Talk	35-54	2	AM Drive	31

4. Budget Breakdown

Item	Cost (USD)
Radio Spots	7,500
Production	1,200
Live Mentions	800
Total	9,500

5. KPIs & Measurement

- Reach: 350,000 weekly listeners
- Frequency: 8x per listener/month
- Store visit uplift vs. previous month
- Promo code redemptions

6. Creative Details

- 60% spots: 30 seconds (Storytelling & CTA)
- 40% spots: 15 seconds (Promo focus)
- Messaging: Brand awareness, location, summer offers

7. Timeline

- June 10:** Creative finalization
- June 20:** Spot production & approvals
- July 1:** Campaign launch
- July 31:** Campaign end, reporting begins

