TV Advertising Media Plan

Client: [Client Name]

Product/Service: [Product or Service]

Campaign Period: [Start Date] - [End Date]

1. Campaign Objectives

- Increase brand awareness in target market
- Drive [KPI, e.g., sales, visits] by [percentage or metric]
- Reach target audience with minimum [reach %] and [frequency]

2. Target Audience

- **Demographics:** [e.g., Adults 25-54]
- **Geography:** [e.g., National, Top 10 DMAs]
- **Interests:** [e.g., Health, Technology]

3. Media Strategy

- Mix of national and local broadcast/cable networks
- Prime time and high-performing dayparts
- Flighting schedule to maximize impact around key dates

4. Proposed TV Schedule

Network	Daypart	Spots Per Week	Weeks	GRPs	Cost
[Network 1]	Prime Time	6	4	120	$[Amount]
[Network 2]	Early Fringe	4	4	85	$[Amount]

5. Budget Breakdown

Item	Allocation
TV Airtime	$[Amount]
Production Costs	$[Amount]
Total	$[Total]

6. Measurement & KPIs

- Reach and Frequency (Nielsen Ratings)
- GRPs delivered versus goal
- Incremental lift in traffic/sales during campaign period

7. Timeline

1. Creative development: [Dates]
2. Campaign launch: [Date]
3. Campaign conclusion: [Date]
4. Post-campaign analysis: [Date]

8. Contacts

Media Agency Contact: [Name, Email, Phone]

Client Contact: [Name, Email, Phone]