

MEDIA SCHEDULE

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

CREATIVE SPECIFICATIONS

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

CHANNEL	SPECIFICATIONS

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.

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

MEDIA OPTIMIZATION

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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