

ADVERTISING MEDIA PLAN TEMPLATE EXAMPLE

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ADVERTISING MEDIA PLAN

MEDIA CHANNELS AND PLATFORMS

1

List the various media channels and platforms that will be used for advertising. Specify whether these are digital (social media, display ads, search engine ads) or traditional (print, radio, television).

CHANNEL TYPE	CHANNEL	PLATFORM
Digital Channels	Social Media	Facebook, Instagram, Twitter
	Display Ads	Google Display Network, programmatic
	Search Engine Ads	Google Ads, Bing Ads
Traditional Channels	Print	Local newspapers, magazines
	Radio	Local FM Stations
	Television	Local broadcast and cable

MEDIA BUDGET ALLOCATION

2

Create a structured breakdown for allocating the budget to different media channels. Unlike a simple ad plan template, this template emphasizes the distribution of resources across various media outlets.

CHANNEL TYPE	CHANNEL	% OF BUDGET BY CHANNEL	% OF TOTAL BUDGET
Digital Channels	Social Media	25%	60%
	Display Ads	20%	
	Search Engine Ads	15%	
Traditional Channels	Print	15%	40%
	Radio	15%	
	Television	10%	

MEDIA SCHEDULE

3

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
Social Media: Facebook	4 posts per week (Mon, Wed, Fri, Sun)
Social Media: Instagram	3 posts per week (Tue, Thu, Sat)
Display Ads	Ongoing throughout the campaign
Search Engine Ads	Ongoing throughout the campaign
Print: Local Newspapers	Weekly ads every Sunday
Print: Magazines	Monthly ads in local lifestyle magazines
Radio	Two 30-second spots per day during morning and evening drive times
Television	Biweekly ad placements during prime time shows

CREATIVE SPECIFICATIONS

4

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

CHANNEL	SPECIFICATIONS
Social Media: Facebook	1200 x 628 images with engaging copy
Social Media: Instagram	1080 x 1080 square images or carousels
Display Ads	Standard banner sizes (300 x 250, 728 x 90, 160 x 600) with eye-catching visuals and succinct messaging
Search Engine Ads	Text-based ads with relevant ad extensions
Print: Local Newspapers	Full-page color ads with high-resolution imagery
Print: Magazines	Full-page color ads with high-resolution imagery
Radio	Script for 30-second ads with engaging voiceover
Television	15-second video ads showcasing key product features

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.

- Negotiate with media vendors for favorable rates and placements.
- Utilize programmatic advertising for display ads to maximize targeting efficiency.
- Schedule television ads during popular local programs with high viewership.

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
Social Media	Estimated reach of 150,000 users per week
Display Ads	Estimated impressions of 1 million per month
Search Engine Ads	Estimated click-through rates (CTRs) of 3%
Print	Circulation of 50,000 for newspapers and 20,000 for magazines
Radio	Estimated listenership of 100,000 during morning and evening drives
Television	Estimated viewership of 200,000 per biweekly ad placement

MEDIA PERFORMANCE METRICS

7

Outline the performance metrics relevant to each media channel. These metrics might include impressions, click-through rates (CTRs), conversion rates, and more.

CHANNEL	METRIC
Social Media	Engagement metrics (likes, comments, shares), CTRs
Display Ads	Impressions, CTRs, conversion rates
Search Engine Ads	CTRs, conversion rates
Print	Circulation, engagement through QR codes
Radio	Ad recall and website visits
Television	Viewership ratings, website visits

INTEGRATION WITH OVERALL PLAN

8

Specify how the media plan aligns with the broader advertising and marketing objectives. Address how your media strategies contribute to achieving the campaign goals.

The media plan aligns with the broader advertising objectives of increasing brand visibility and driving website traffic, both of which contribute to the campaign's success.

ROI AND EFFECTIVENESS

9

Discuss how the chosen media mix is expected to generate a return on investment (ROI) and drive campaign effectiveness. This plan differs from a simple advertising plan by diving deeper into media-specific metrics.

- Anticipated ROI calculated based on expected conversions and average order value.
- Effectiveness measured by increases in website traffic, engagement, and eventual sales.

MEDIA VENDOR DETAILS

10

List media vendors, partners, and any third-party services involved in executing the media plan.

CHANNEL	VENDORS
Social Media	Facebook Ads Manager, Instagram Ads
Display Ads	Google Display Network, programmatic platforms
Search Engine Ads	Google Ads, Bing Ads
Print	Local newspaper ad sales departments, magazine ad sales departments
Radio	Local FM radio stations
Television	Local broadcast and cable networks

MEDIA OPTIMIZATION

11

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.

- Monitor performance metrics in real time to identify underperforming channels.
- Adjust budget allocations based on performance data.
- Optimize ad creatives based on engagement and conversion rates.

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