

BROADCAST MEDIA PROMO EXPENSE REPORT

Television and Radio Advertising

Company Name:	_____	Report Date:	_____
Prepared By:	_____	Department:	_____
Campaign Name:	_____	Promo Period:	_____

1. TELEVISION ADVERTISING EXPENSES

DATE / PERIOD	STATION / NETWORK	PROGRAM / TIME SLOT	LENGTH (SEC)	QUANTITY	UNIT RATE	TOTAL COST
Subtotal Television Expenses:						

2. RADIO ADVERTISING EXPENSES

DATE / PERIOD	STATION / FREQUENCY	SHOW / DAYPART	LENGTH (SEC)	QUANTITY	UNIT RATE	TOTAL COST
Subtotal Radio Expenses:						

Total Television Advertising Promo Expense:	_____
Total Radio Advertising Promo Expense:	_____
GRAND TOTAL BROADCAST PROMO EXPENSE:	_____

Prepared By (Signature & Date) _____

Approved By (Signature & Date)