

PR & MEDIA CAMPAIGN TRACKER

Campaign Strategy & Budget Outreach Template

CAMPAIGN NAME

PR LEAD / AGENCY

START DATE

END DATE

TOTAL ALLOCATED BUDGET

ESTIMATED COST

ACTUAL COST

VARIANCE (UNDER/OVER)

MEDIA OUTREACH & DISTRIBUTION PLAN



ASSOCIATED EXPENSES LEDGER



NOTES & STRATEGIC GUIDELINES

PREPARED BY (PR LEAD)

APPROVED BY (MARKETING/FINANCE)