

TELEVISION & RADIO ADVERTISING BUDGET

Campaign Name:

Budget Period:

Prepared By:

Date:

TOTAL ALLOCATED BUDGET

TOTAL ESTIMATED COST

VARIANCE (REMAINING)

1. TELEVISION ADVERTISING

Station / Network	Ad Spot / Program Name	Air Date / Slot	Qty (Spots)	Rate per Spot	Total Est. Cost
Subtotal Television Advertising					

2. RADIO ADVERTISING

Station / Frequency	Ad Spot / Segment Name	Air Date / Slot	Qty (Spots)	Rate per Spot	Total Est. Cost

Station / Frequency	Ad Spot / Segment Name	Air Date / Slot	Qty (Spots)	Rate per Spot	Total Est. Cost
Subtotal Radio Advertising					

3. PRODUCTION & AGENCY FEES

Expense Category / Description	Vendor / Provider	Estimated Cost
Subtotal Production & Agency		

SUMMARY OF EXPENSES

Total TV & Radio Media Cost (Sections 1 + 2)	
Total Production & Agency Costs (Section 3)	
GRAND TOTAL ESTIMATED CAMPAIGN BUDGET	

Prepared By (Signature / Date)

Approved By (Signature / Date)