

TELEVISION AND RADIO MARKETING EXPENSE CALCULATOR

Campaign Budgeting & Tracking Template

Campaign Name:

Date / Period:

Company/Brand:

Prepared By:

Television Advertising Expenses

Station / Network	Ad Length (Secs)	Air Date/Time Slot	No. of Spots	Rate per Spot (\$)	Total Cost (\$)
Total Television Ad Spend:					

Radio Advertising Expenses

Station / Station Group	Ad Length (Secs)	Air Date/Time Slot	No. of Spots	Rate per Spot (\$)	Total Cost (\$)
Total Radio Ad Spend:					

Production & Associated Costs

Expense Description	Vendor / Agency Name	Total Cost (\$)

Expense Description	Vendor / Agency Name	Total Cost (\$)
Total Production Spend:		

TOTAL MEDIA SPEND

TOTAL PRODUCTION SPEND

GRAND TOTAL CAMPAIGN SPEND
