BILLBOARDS AND TRANSIT ADVERTISING COST TEMPLATE

Campaign Expense & Budget Tracking

Campaign Name:		**Prepared By:**	
Client / Brand:		**Date:**	
Flight Dates:		**Budget Code:**	

1. BILLBOARD ADVERTISING COSTS

LOCATION / MEDIA OWNER	TYPE (STATIC / DIGITAL)	DIMENSIONS	DURATION (WKS/MOS)	MONTHLY RATE	PRODUCTION/INST.	TOTAL COST
					Subtotal Billboards:	

2. TRANSIT ADVERTISING COSTS (BUS, SUBWAY, TAXI, SHELTER)

MEDIA TYPE / MARKET	FORMAT (WRAP, PANEL, INTERIOR)	QUANTITY	DURATION (WKS/MOS)	UNIT COST / PERIOD	PRODUCTION/INST.	TOTAL COST
					Subtotal Transit:	

EXPENSE SUMMARY

Total Billboard Costs:	
Total Transit Costs:	

Agency Fees / Commission:	
Contingency / Other Out-of-Pocket:	
Grand Total:	

PREPARED BY (SIGNATURE / DATE)

APPROVED BY (SIGNATURE / DATE)

Notes: Production costs typically include printing, vinyl fabrication, delivery, and removal fees. Applicable local taxes and agency discounts are to be detailed in the supplementary notes section if required.