

TV & RADIO ADVERTISING EXPENSE TEMPLATE

COMPANY/CLIENT NAME

CAMPAIGN PERIOD

TOTAL BUDGET

PREPARED BY

Television Advertising Spend

Campaign / Ad Name	Station / Network	Ad Type (e.g., :30/:60)	Air Date / Time Slot	Spots Run	Cost Per Spot	Total Cost
Total Television Spend						

Radio Advertising Spend

Campaign / Ad Name	Station / Channel	Ad Type (e.g., :30/:60)	Air Date / Time Slot	Spots Run	Cost Per Spot	Total Cost
Total Radio Spend						

TOTAL MEDIA SPEND
TOTAL BUDGET
REMAINING BUDGET

