

MEDIA OUTREACH & PR BUDGET PLANNER

Campaign Name:

Target Launch Date:

Prepared By:

Fiscal Period/Year:

1. Wire Distribution & Media Lists

Section Total

2. PR Agency & Consultant Fees

Section Total

3. Media Events & Press Kits

Section Total

4. Content Creation & Design

Section Total

5. Monitoring & Analytics Tools

Section Total

TOTAL BUDGETED

TOTAL ACTUAL

TOTAL VARIANCE