

TELEVISION & RADIO ADVERTISING BUDGET TEMPLATE

Campaign Name:
 Prepared By:
 Budget Period:
 Date Prepared:

TOTAL ESTIMATED BUDGET
TOTAL ACTUAL SPENT
TOTAL VARIANCE

TELEVISION ADVERTISING EXPENSES

Station / Network	Spot Length	Air Date / Time	No. of Spots	Rate per Spot	Budgeted Cost	Actual Cost	Variance
Television Subtotal							

RADIO ADVERTISING EXPENSES

Station / Frequency	Spot Length	Air Date / Time	No. of Spots	Rate per Spot	Budgeted Cost	Actual Cost	Variance
Radio Subtotal							

PRODUCTION & OTHER COSTS

Description (Agency Fees, Voiceover, Editing, etc.)	Budgeted Cost	Actual Cost	Variance
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Description (Agency Fees, Voiceover, Editing, etc.)	Budgeted Cost	Actual Cost	Variance
Production Subtotal			

GRAND TOTALS

Summary	Total Budgeted Cost	Total Actual Cost	Total Variance
Grand Total (TV + Radio + Production)			

Authorized Signature

Date