**State Agency Name­­­­­­­­­­­­­­­­­­­­­­**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **| Media Brief | 2020**

Submitted to: (Vendor name) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_­\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Vendor respectfully declines (please state reason): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Media Budget (inclusive of agency costs/commission):**  | **Creative Agency (if known):** |
| **State Agency Contact:**  | **Creative Agency Contact:**  |
| **Phone:**  | **Phone:**  |
| **Email:**  | **Email:**  |
| **Campaign:**  | **Desired Campaign Timeframe:**  |
| **P.O. Number (if known):** | **State Agency Billing Contact:**  |
| **Funding Source:** | **General Fund or Federal or Dedicated** |
| **PeopleSoft Fund ID:** |  |
| **Agency Communications Director Approval:****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Agency CFO Approval:****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

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| Program background: |  |
| What is our challenge or opportunity? |  |
| What greater problem is being created or is there a larger opportunity? |  |
| Who are we talking to and what makes them move?Demographic/Psychographic |  |
| Geographic target areas: |  |
| What is our call to action? Indicate URL, if applicable |  |
| Current social media platforms: |  |
| Requirements: |  |

**Please describe and attach creative.**

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[ ]  **RADIO** Length of Spot: :15[ ]  :30[ ]  :60[ ]

[ ] **TV** Length of Spot: :15[ ]  :30[ ]  :60[ ]

[ ] **WEB**

Please list ad sizes and video available: 300X250 [ ] 300X60[ ]  728X90[ ]  Other[ ]

[ ] **OUTDOOR** Size:

[ ] **NEWSPAPER** Size:       # of Colors:

[ ] **MAGAZINE** Size:       # of Colors:

[ ] **MANIPULATIVE FILES AVAILABLE TO CREATE ADDITIONAL CREATIVE ASSETS**

**OTHER COMMENTS/SPECIAL INSTRUCTIONS**

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**CAMPAIGN OBJECTIVES, INCLUDING URL FOR RESPONSE**

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**VALUE-ADDED REQUESTS: PLEASE DESCRIBE**

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**Trafficking logistics**

[ ]  Media buying agency sends creative [ ]  Trafficking of creative not needed

**NET COSTS TO AGENCY (Please detail based on your proposed pricing sheet)**

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