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

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

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

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

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

|  |  |
| --- | --- |
| **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:**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
| 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.**

|  |
| --- |
|  |

**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**

|  |
| --- |
|  |

**CAMPAIGN OBJECTIVES, INCLUDING URL FOR RESPONSE**

|  |
| --- |
|  |

**VALUE-ADDED REQUESTS: PLEASE DESCRIBE**

|  |
| --- |
|  |

**Trafficking logistics**

Media buying agency sends creative  Trafficking of creative not needed

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

|  |
| --- |
|  |