

Media Budget Proposal for Traditional Advertising

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

[Your Organization]

[Your Address]

[City, State, Zip Code]

Email: [Your Email]

Phone: [Your Phone Number]

Introduction

This proposal outlines the media budget for our upcoming traditional advertising campaign aimed at increasing brand awareness and driving sales.

Campaign Overview

Our campaign will utilize various traditional advertising channels including television, radio, and print media. The aim is to reach a broader audience and effectively communicate our brand's message.

Budget Breakdown

- **Television Advertising:** \$[Insert Amount]
- **Radio Advertising:** \$[Insert Amount]
- **Print Advertising (newspapers/magazines):** \$[Insert Amount]
- **Total Budget:** \$[Insert Total Amount]

Expected Outcomes

We anticipate an increase in brand visibility and a [Insert Expected Percentage]% uplift in sales as a result of this campaign.

Conclusion

We look forward to your support and are excited about the potential impact of this campaign. Please feel free to reach out if you have any questions or require further details.

Thank you for considering our proposal.

Sincerely,

[Your Name]

[Your Position]