

Media Expenditure Assessment

Date: [Insert Date]

To: [Recipient's Name]

[Recipient's Title]

[Recipient's Company]

[Recipient's Address]

Dear [Recipient's Name],

We are writing to provide an assessment of the media expenditures for the [specific campaign or period]. This assessment includes a breakdown of costs, analysis of media performance, and recommendations for future investments.

1. Summary of Media Expenditures

Total Media Spend: \$[Insert Amount]

Breakdown:

- Television: \$[Insert Amount]
- Radio: \$[Insert Amount]
- Online Advertising: \$[Insert Amount]
- Print Media: \$[Insert Amount]

2. Media Performance Analysis

[Provide a brief analysis of the performance of each media channel used. Highlight key metrics, successes, and areas for improvement.]

3. Recommendations

[Offer strategic recommendations based on the assessment, focusing on optimizing future media spend and improving overall efficacy.]

We appreciate the opportunity to conduct this assessment and are available to discuss our findings and recommendations further at your convenience.

Thank you for your consideration.

Sincerely,

[Your Name]

[Your Title]

[Your Company]

[Your Contact Information]