

Media Budget Summary

Date: [Insert Date]

To: [Executive's Name]

From: [Your Name]

Subject: Summary of Media Budget for [Project/Campaign Name]

Executive Summary

This document provides a summary of the media budget allocations for the [Project/Campaign Name], outlining key expenditures and projected ROI.

Budget Overview

Media Type	Budget Allocation	Expected Reach	Projected ROI
Television	[\$Amount]	[Number of Viewers]	[Projected ROI]
Digital Advertising	[\$Amount]	[Number of Clicks]	[Projected ROI]
Email Marketing	[\$Amount]	[Number of Recipients]	[Projected ROI]
Print Media	[\$Amount]	[Circulation]	[Projected ROI]

Key Insights

- [Insight 1]
- [Insight 2]
- [Insight 3]

Conclusion

This budget summary outlines our strategic investment in media for [Project/Campaign Name]. We believe this approach will maximize our reach and ensure a strong return on investment.

Thank you for your attention, and I look forward to discussing this further.

Sincerely,

[Your Name]

[Your Position]

[Your Contact Information]