

Media Planning Outline

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Media Planning Outline

1. Executive Summary

[Brief overview of the media plan, including objectives and target audience.]

2. Objectives

- [Objective 1]
- [Objective 2]
- [Objective 3]

3. Target Audience

[Description of the target audience, demographics, and psychographics.]

4. Media Channels

- [Media Channel 1]
- [Media Channel 2]
- [Media Channel 3]

5. Budget

[Estimated budget for the media plan, broken down by channel.]

6. Timeline

[Proposed timeline for the execution of the media plan.]

7. Measurement & Evaluation

[Methods for measuring the success of the media plan.]

8. Conclusion

[Wrap up and any final thoughts or recommendations.]

Thank you,

[Your Name]

[Your Position]

[Your Company]