

Advertising summary

Fiscal year:

Budget (including placement, 8% DSS service charge, creative fees and production):

Program or Event dates:

Event location(s):

Event time(s):

Reason(s) for advertising:

Should pre-testing or post-testing be conducted? Explain:

Advertising objective(s) (What do you want to communicate in the ad? What do you hope to achieve?):
List in order of importance.

Target Audience(s) (Who are you trying to reach?):
List in order of importance.