ADVERTISING MEDIA PLAN TEMPLATE EXAMPLE

User to enter Quantity, Projected Cost Per Unit, and additional Campaign Types. Subtotals and Chart Information will populate automatically.

PROJECTED SUBTOTAL TO DATE $ 70,025.00

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
National Marketing			$ 2,000.00	
Banner Ads	4	$500.00	$ 2,000.00	
			$ -	
			$ -	
Local Marketing			$ 13,200.00	
Newspaper	6	$600.00	$ 3,600.00	
Outdoor Advertising	2	$3,500.00	$ 7,000.00	
POP	2	$500.00	$ 1,000.00	
In-Store Marketing	4	$400.00	$ 1,600.00	
			$ -	
Public Relations			$ 800.00	
Public Events			$ -	
Sponsorships			$ -	
Press Releases	8	$100.00	$ 800.00	
Webinars			$ -	
Conferences			$ -	
Client Events			$ -	
			$ -	
Content Marketing			$ 14,400.00	
Sponsored Content			$ -	
Landing Page	12	$1,200.00	$ 14,400.00	
White Papers / eBooks			$ -	
			$ -	
Social Media			$ 6,000.00	
Twitter	20	$100.00	$ 2,000.00	
Facebook	20	$100.00	$ 2,000.00	
Snapchat	10	$100.00	$ 1,000.00	
Instagram	10	$100.00	$ 1,000.00	

Legend:
- National Marketing
- Public Relations
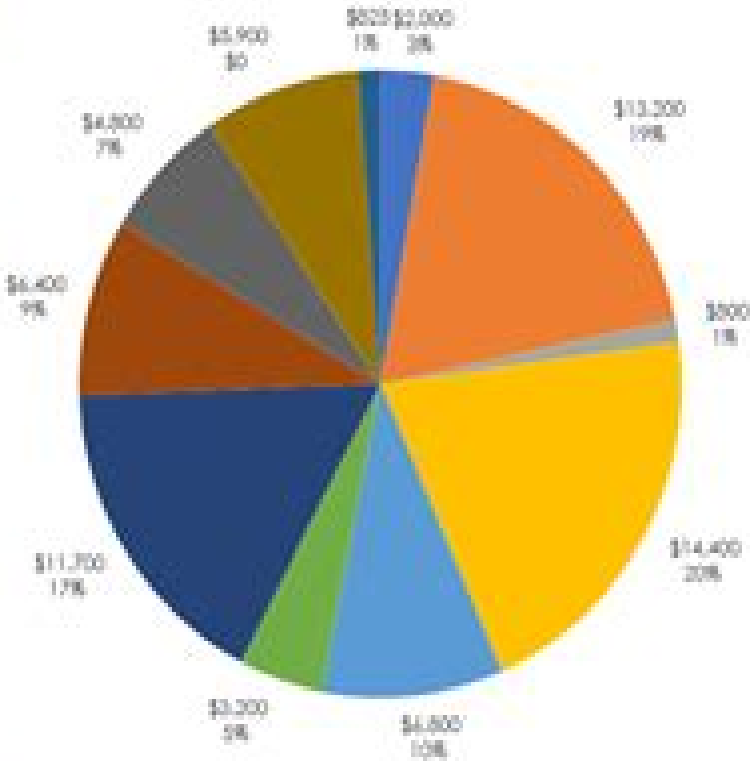- Social Media
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- Local Marketing
- Content Marketing
- Online
- Web
- Campaigns

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Capital Market Development in Malaysia ,2014   *TV realiti di Malaysia* Juliana Abdul Wahab,2015 Critics on reality television program in Malaysia   World Guide to Television ,1998   Media Planning Guide Malaysia 2012 ,   **Journal of Contemporary Issues in Education** ,2021   *Pre-feasibility Study on the Establishment of Nuclear Power Plant in ASEAN.* ,2018   **Library & Information Science Abstracts** ,2006

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