

**myMarketingGuide.com**  
**PROMOTIONAL DETAIL FORM**

**MEDIA OVERVIEW**

Dates: \_\_\_\_\_

Market: \_\_\_\_\_

Radio/TV Station Call Letters: \_\_\_\_\_

Media Contacts: \_\_\_\_\_

Project Manager: \_\_\_\_\_

**PROMOTION**

**Promotion Name:** \_\_\_\_\_

**Overall Theme:** \_\_\_\_\_

**Specific Executional Details:**

- What:
- Where:
- When:
- How:

***Start Date:***

***End Date:***

**Promotional Support** (Must detail # of spots and length):

**Stations Estimated \$ Value of Promotion:**

**RESPONSIBILITY**

**Media to Provide:** (On-air promotions. Website promotion. Click-thru rates)

**Organization to Provide:** (Detailed promotion material, access to information and registration, support.)

**ADDITIONAL COMMENTS**