



RFP Template

Basic Traditional Information	
Date RFP Received	
Date RFP Due to Client	
Client Name	
Creative Agency (if any)	
Email Address	
Phone Number:	
Client URL	
Client Industry	
Client Status	
Client Background	
Core Product or Service	
Current Campaign End Date	
Current Mediums Involved	
Current Budget	
Additional Traditional Details	
What have you had the most success with?	
What has been the least successful?	
What media have wanted to experiment with?	
Media Types (Interest Level)	
Radio	
Print	
Out of Home (Transit, Static/Digital)	
Broadcast TV	
Cable	
Digital (SEM, Display, Video, Mobile)	
Traditional Campaign Details	
Campaign Objective	
Campaign Strategy	
Media Objective	
Estimated Campaign Start Date	
Estimated Campaign End Date	
Mediums Involved	
Budget	
CPM or dCPM	
Product Overview	
Landing Page	
Traditional Media Types (Interest Level)	
Radio	
Print	
Out of Home (Transit, Static/Digital)	
Broadcast TV	
Cable	
Digital (SEM, Display, Video, Mobile)	
Competitive Landscape	
Competitors	
Historically, What is their media pattern?	
What is Client's SOV compared to competition?	
Traditional Geographic Targeting	
National, Regional, DMA... etc?	
Target City	
Target State	
Target Zip	
Target Radius (miles)	
Metro/Regional Areas	
# of Locations	
Traditional Demographic	
Gender	% male: %female:
Age	<18 18-24 25-34 35-44 45-54 55-64 65+
Education	<H.S. H.S./GED Some College Bachelor's Post Grad
HHI	<\$25k \$25-50k \$50-\$75k \$75-\$100k \$100-\$150k \$150k+
Ethnicity	Caucasian African American Asian Hispanic Other
Behavioral	
What is the typical purchasing cycle of target?	
Traditional Psychographic	
Lifestyles, Attitudes, Beliefs, etc.	
Prohibited Programming	
Any stations or vendors that you would not like to work with?	
Any programming that is restricted?	
Seasonality	
What quarters hold the most/east ROI? (Helps in Flighting media schedule)	
Flighting	
Are there new products and/or changes that we should be aware of?	