

# Request for Proposal (RFP) or Information (RFI)

**Date**

**RFP or RFI**

**Deadline**

## Client Information

**Client**

**Brand**

**Agency**

**Contact Information**

## Campaign Information

**Campaign**

**Budget**

**Campaign Start Date**

**Campaign End Date**

**Demographic(s)**

**Coverage/Location Requirements**

**Format(s)/Estimated No. of Units**

**Total Weekly GRP/TRP**

## Market Information

**Market(s)**

**Coverage Area (CBSA or DMA)**

**Strategy/Goal**

## Special Instructions

**Additional Information (optional)**

# Response to Proposal (RFP) or Information (RFI)

**Date**

**RFP or RFI**

## Media Company Information

**Media Company**

**Market(s)**

**Contact Information**

## Location Information

**TAB Panel ID No.**

**Operator Panel ID No.**

**Location Description/Number of Units**

**Rotation Cycle/Spot Length/Average Daily Spots (if Digital)**

**Unit Size(s) (optional)**

## Weekly Audited Inventory Information

**Weekly In-Market Impressions**

**Weekly Total Impressions**

**Weekly GRP/TRP**

## Campaign Audited Inventory Information

**In-Market Campaign Impressions**

**Total Campaign Impressions**

**Campaign GRP/TRP**

**Campaign Reach**

**Campaign Frequency**

**Campaign CPP**

**Campaign CPM**

## Non-Audited Inventory Information

**Non-Audited Weekly Circulation**

**Non-Audited Campaign Circulation**

## Campaign Length

**Campaign Length in Weeks**

**Campaign Start Date**

**Campaign End Date**

## Campaign Cost

**Campaign Net Space Cost**

**Production/Installation Cost**

**Tax**

**Total Campaign Cost**