
 Client

 Offer

 Timeframe

ELEMENT	MORE INFO
PLANNING	
Markets	Local, Regional, National
Strategies	Spot, Remnant, Combination
Length	30s, 60s
Flight Dates	Start Date, End Date
BUYING	
Research	Ratings, Cost-Per-Points, Listening Trends
Audience	Demos, Interests
Dayparts	Mornings, All Day, Evenings, Overnight
Negotiation	Review Rates, Negotiate Pricing, Added Value
MANAGEMENT	
Buys	Place Orders, Manage Billing, Post Audits
Creative	Work with Creative Team on Message, Voiceovers, Music, AI, Offer Inclusion
Offers & Tracking	Review Offers, CTAs, Tracking Strategy
Promo Elements	Texting Offers, Mobile Coupons, Sales Copy
Reporting	Campaign Tracking, Conversions, ROI