

**GRANTEE MEDIA PLAN TEMPLATE**

The [Media Resource Guide](https://drive.google.com/file/d/0BwI4AJ_9YVguaXNab1g4WWxGRTQ/view?usp=sharing) is a helpful guide to identify the best campaigns and mediums to reach various target audiences. Please review this document to assist in your planning.

If you have any questions related to this process, please contact Chelsea Andrews at [Chelsea.Andrews@state.co.us](mailto:Chelsea.Andrews@state.co.us).

To use this form download it as a Microsoft Office document.

**Grantee**:

**Date**:

**Goal Areas**:

**Contact Information**:

**1. What is the overarching goal of this advertising / outreach effort**:

\_\_\_\_ Cessation

\_\_\_\_ Youth Prevention

\_\_\_\_ Secondhand Smoke Exposure

\_\_\_\_ Build Support for a Policy

\_\_\_\_ Other (please describe):

**2. Who is/are your audience(s) for these ads / outreach materials? Be as specific as possible** (i.e. Youth, Low SES adults, LGBT, Spanish speakers etc)

**Primary Audience**:

**Secondary Audience (if applicable)**:

**Tertiary Audience (if applicable)**:

**3. Call to Action - What are you asking your audience to do?** (i.e - use a cessation service, visit a website, etc.)

**If you’re asking your audience to visit a website, what website is it? (this will help you track the response and assist in evaluating your media efforts)**

**4. Which campaign(s) do you intend to use** (i.e. Day I Quit, Real Killers, Tobacco is Nasty, etc.)

**5.** **What message will you use in the customizable call-to-action section of the materials?** (i.e. - You can quit, we can help, call 1-800-QUIT-NOW for free resources to help you quit tobacco for good)

**6. What are the media strategies planned for this campaign**: (if you have an existing flight plan, you can attach that instead of filling out this section)

**Television**

What stations or DMA?

Timing: Weeks you’ll be on air, weeks on hiatus

**Radio**

What stations?

Timing: Weeks you’ll be on air, weeks on hiatus

**Print**

What newspapers or magazines will you place these ads?

Timing: Weeks you’ll be active, weeks on hiatus

**Out-of-Home**

Where will you place these ads?

Timing: Weeks you’ll be active, weeks on hiatus

**Digital**

Which websites?

Weeks you’ll be active, weeks you’ll be on hiatus

**Social Media**

Which websites?

Weeks you’ll be active, weeks you’ll be on hiatus

**Other**

**7. How will you evaluate the effectiveness of this campaign?**