

# ADVERTISING PROPOSAL TEMPLATE

Try Smartsheet for FREE

Outline your advertising campaign proposal to win over prospective clients with this advertising proposal template. Use the Services section to promote your online, outdoor, television, radio, and other advertising efforts to meet client specifications. This advertising proposal template includes a timeline, campaign result expectations, and cost projections to give your agency an advantage over competitors.

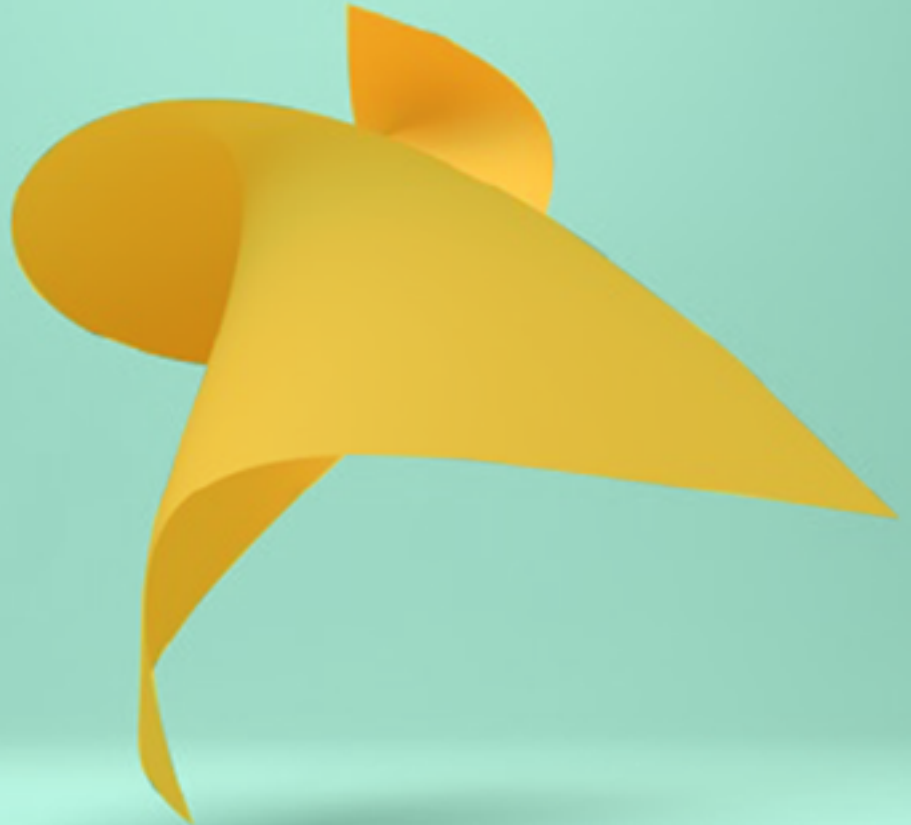


# ADVERTISING PROPOSAL

SUBMITTED TO

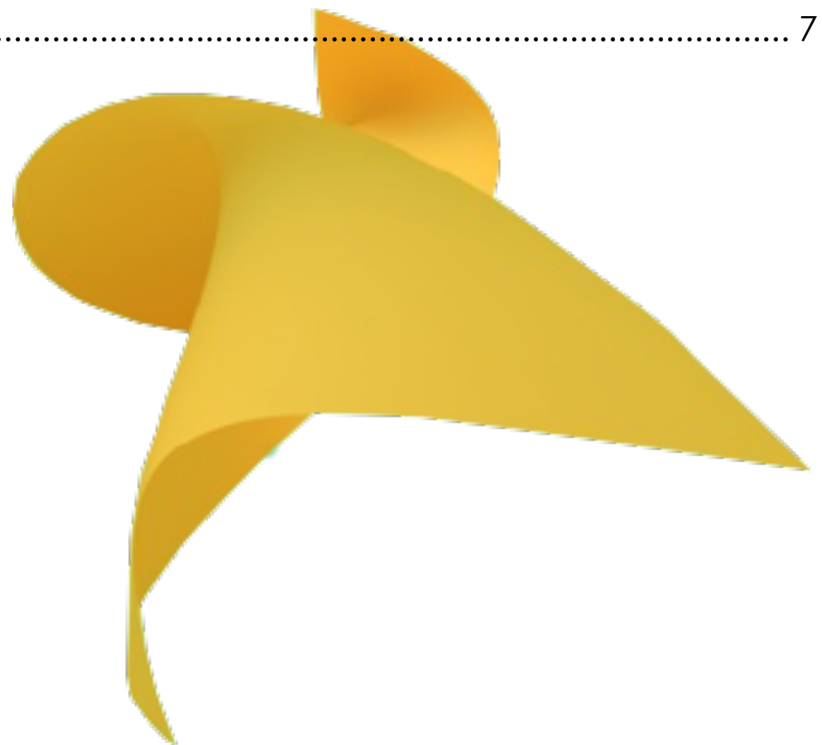
SUBMITTED BY

DATE SUBMITTED



# TABLE OF CONTENTS

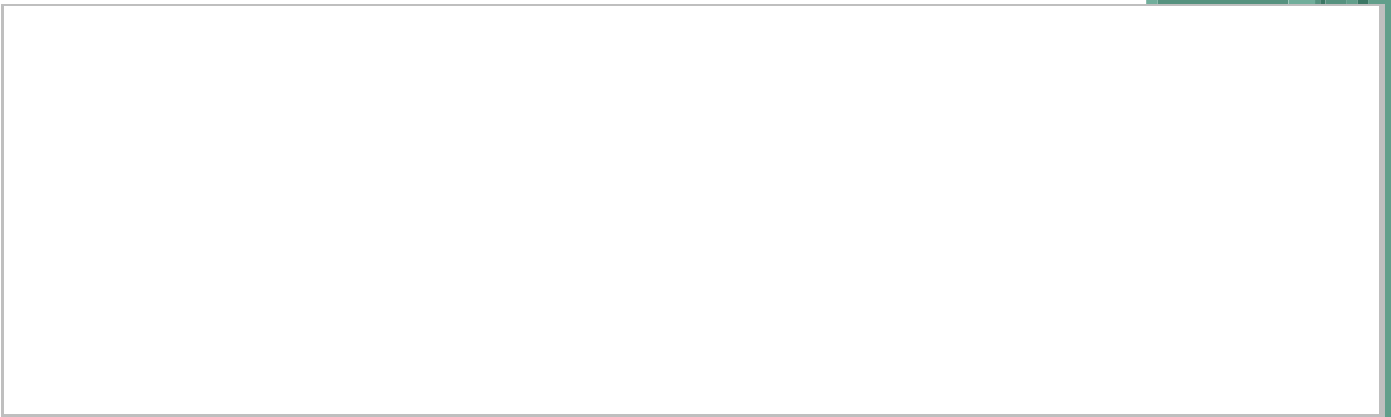
1. INTRODUCTION .....	3
2. ABOUT US .....	3
3. SITUATION ANALYSIS.....	3
4. OUR SERVICES.....	4
5. YOUR RESULTS .....	4
6. TIMELINE.....	5
6.1    TIMELINE OVERVIEW .....	5
6.2    ACTIVITIES + DEADLINES.....	5
7. COST INVESTMENT .....	6
7.1    COST OVERVIEW .....	6
7.2    NEEDS / INVESTMENT.....	6
7.3    PAYMENT TERMS .....	6
8. TERMS AND CONDITIONS .....	7
9. ACCEPTANCE OF PROPOSAL .....	7



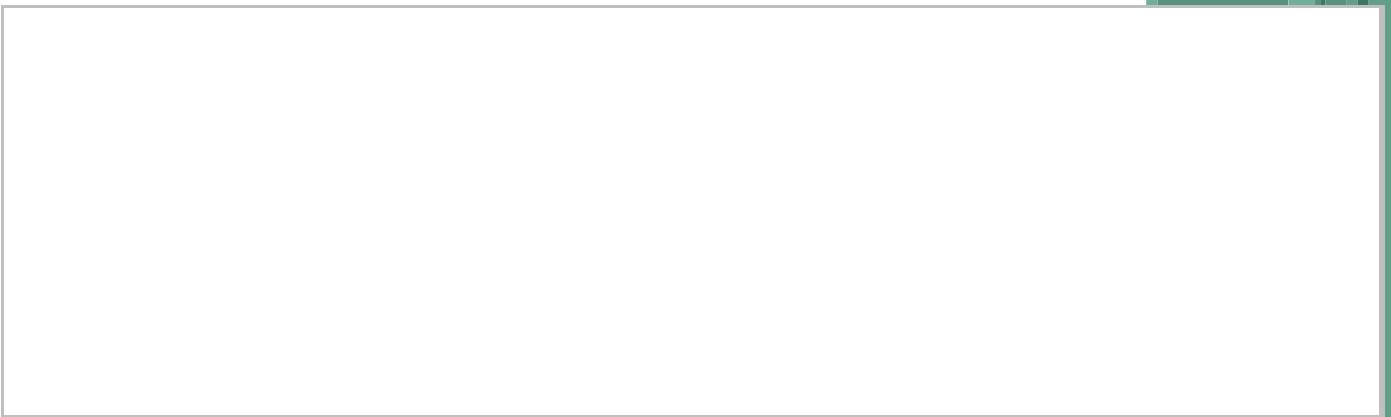
## 1. INTRODUCTION

A large, empty rectangular box with a thin grey border, intended for the introduction section of the document.

## 2. ABOUT US

A large, empty rectangular box with a thin grey border, intended for the 'About Us' section of the document.

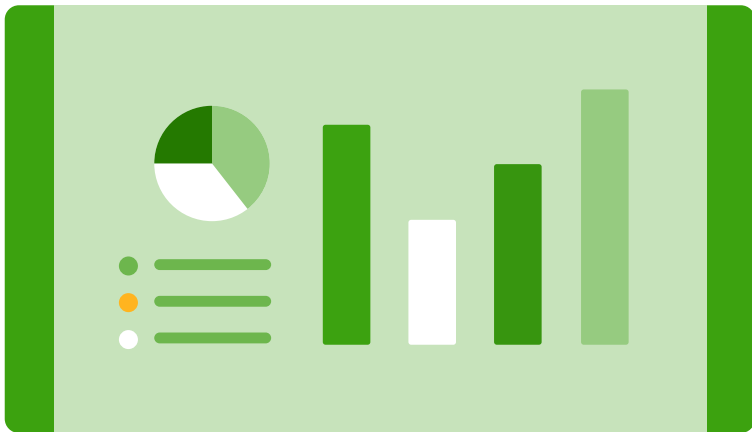
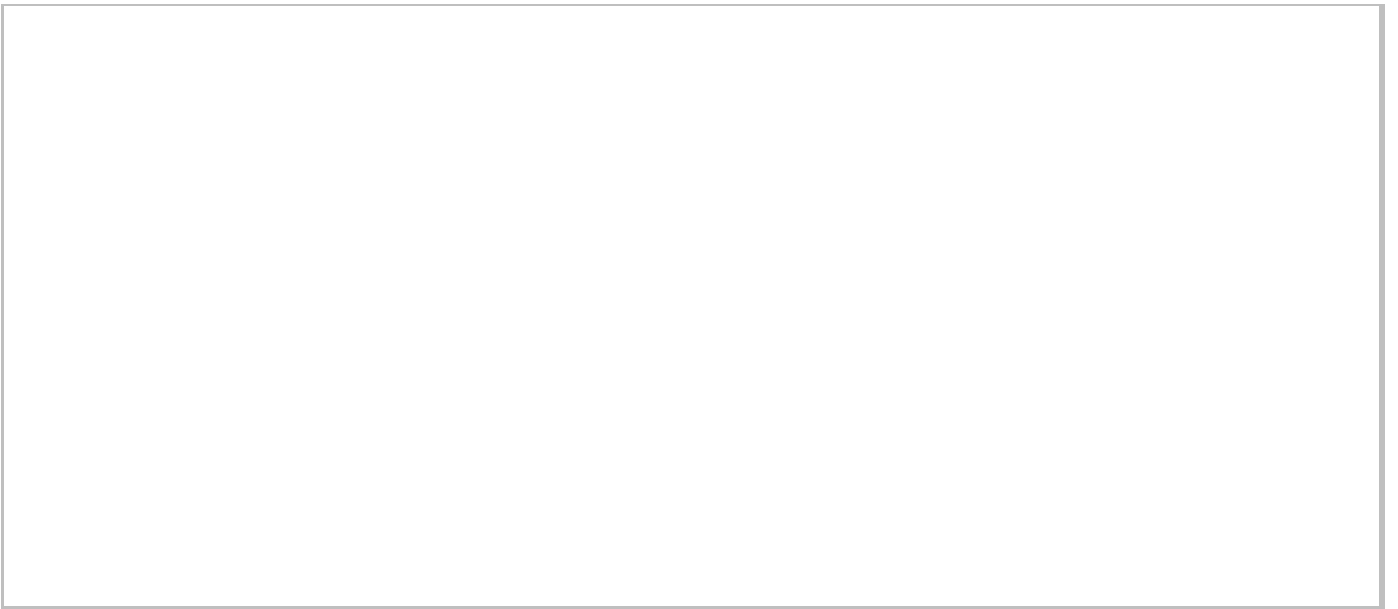
## 3. SITUATION ANALYSIS

A large, empty rectangular box with a thin grey border, intended for the 'Situation Analysis' section of the document.

## 4. OUR SERVICES



## 5. YOUR RESULTS



## 6. TIMELINE

### 6.1 TIMELINE OVERVIEW

### 6.2 ACTIVITIES + DEADLINES

ACTIVITY	DEADLINE

## 7. COST INVESTMENT

### 7.1 COST OVERVIEW

### 7.2 NEEDS / INVESTMENT

NEEDS / INVESTMENT	COST
ESTIMATE TOTAL	

### 7.3 PAYMENT TERMS

## 8. TERMS AND CONDITIONS

--

PROPOSAL MAY BE WITHDRAWN IF NOT ACCEPTED BY DATE OF

--

## 9. ACCEPTANCE OF PROPOSAL

AUTHORIZED CLIENT SIGNATURE	DATE OF ACCEPTANCE



## **DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.