



Ai Media Group Campaign Worksheet

589 8th Ave New York NY 10018 • Tel 212 660 2400 • aimediagroup.com

AiMG Rep Name: _____

Customer Information:

Campaign Name: _____

Customers URL: _____

*this URL should indicate the DISPLAY url to be used in ads. any specific deep-linked pages should be indicated below in the comments section

Requested Start Date: _____ Requested End Date _____ Rush Request Yes ☐ No ☐

Budget Information:

Total AiME Contract Value: \$ _____ # RCF Lines: _____ *indicate below in comments section about term numbers, replaced numbers, toll free, recording etc.

AiME Monthly Search Budget: \$ _____ AiME RCF Budget: \$ _____ AiME Service Fee: \$ _____

Is this a 1/2 month start? Yes ☐ No ☐

Will Budget Roll Over? Yes ☐ No ☐

Are we running full month budget? Yes ☐ No ☐

Campaign Information:

Where should this campaign run geographically?

Do we need trademark authorization?

Yes ☐ No ☐

What is the client's goal for this campaign?

Direct Response ☐ Brand Awareness ☐

Sale Generation ☐ Customer Retention ☐

Other _____

What is being considered leads?

Phone Calls ☐ Emails ☐ Forms ☐ Chat ☐

Visits ☐ Other ☐

"please clearly elaborate below what other KPIs are"

What networks is the client expecting to run on?

Specify below

What is the customer's business hours? (Day-parting)

Is this an e-comm/secure site?

Yes ☐ No ☐

What is the expected cost per lead?

Is the site mobile friendly?

Yes ☐ No ☐

Is there a target number of:

Phone Calls _____ Emails _____ Contacts _____

Visits _____ Impressions _____

Do we need to create a mobile landing page?

Yes ☐ No ☐



Ai Media Group Campaign Worksheet

589 8th Ave New York NY 10018 • Tel 212 660 2400 • aimediagroup.com

AiMG Rep Name: _____

Campaign Information(con't):

Who are their direct competitors?

Special Notes and Instructions:

RCF Instructions:

What is client's current CPL?

Do they have a national campaign running?

Yes ☐ No ☐

Have they run their own campaign?

Yes ☐ No ☐

Will agency provide creatives?

Yes ☐ No ☐

Will Ai have to revise creatives?

Yes ☐ No ☐

Landing Page Instructions:

Is there any tagging needed for client internal reporting?

Yes ☐ No ☐

If yes, please detail:



Ai Media Group Campaign Worksheet

589 8th Ave New York NY 10018 • Tel 212 660 2400 • aimediagroup.com

AiMG Rep Name: _____

Managed Placements:

Interests :

Categories:

Target Audience:

Media Tactics:

Traditional Display ☐

Video ☐

Mobile with full browsers ☐

In-App ☐

Tablet ☐

Smart TV ☐