

# CALL-IN LEAD

TIRE KICKER

PANEL REQUESTOR

AVAILER

NAME:

PHONE:

EMAIL:

WEBSITE:

ADVERTISER:

ANY MEDIA EXPERIENCE: Y / N

DONE BILLBOARDS BEFORE: Y / N

WHAT DOES THE BUSINESS DO?

YEAR STARTED:

WHAT'S THE BILLBOARD FOR:

TARGET CITY:

TARGET AREA (HWY/ST):

START DATE: JAN - FEB - MAR - APR - MAY - JUN - JUL - AUG - SEP - OCT - NOV - DEC

LENGTH: 4 WK 8 WK 12 WK 24WK ANNUAL TBD

BUDGET RANGE:

SMALL MARKET RANGE:	\$ 750 - 1,500 - 4wks	\$2,250 - 4,500 TOTAL - 12 wks	\$ 9,000 - 18,000 - TOTAL YEAR
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MIDSIZE MARKET RANGE:	\$1,500 - 3,000 - 4wks	\$4,500 - 9,000 TOTAL - 12 wks	\$18,000 - 36,000 - TOTAL YEAR
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MAJOR MARET RANGE:	\$3,000 - 6,000 - 4wks	\$9,000 - 18,000 TOTAL - 12 wks	\$36,000 - 72,000 - TOTAL YEAR
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DECISION MAKER?

YOU ALONE

TALK W/PARTNERS

MY BOSS

COMMITTEE

WHAT DID I TELL THE PERSON?

+ Qualifying Parameters  
Corresponding to appropriate  
decrevables