



Please take time to research and answer all questions below to the best of your ability.

REP NAME:
COMPANY:
PHONE:
EMAIL:

CLIENT/PROSPECT NAME:

PRIMARY BUSINESS: (Service or Product)

PRIMARY TARGET: (Basic Demographic Profile - Age, Gender, Income, Etc)

PRIMARY TARGET: (Lifestyle - Interests Beyond The Client's Product/Service)

WEB SITE ADDRESS:

DO THEY COLLECT DATA? (Look For Forms On Their Site)

TOP THREE COMPETITORS IN THE MARKET?

WHERE ELSE DOES THE CLIENT/PROSPECT ADVERTISE? (Circle All That Apply)

Other Radio Stations	Magazines	Other Non-Media Websites
Broadcast TV	Email Marketing	
Cable TV	Direct Mail	
Daily Newspapers	Search Engine / Keyword Marketing	
Weekly/Monthly Newspapers	Other Online Media Websites	

CLIENT'S MONTHLY AD BUDGET (Based On What You Know)

IS THE CLIENT/PROSPECT SEASONAL?

WHAT DID THE CLIENT/PROSPECT PROMOTE DURING THEIR LAST CAMPAIGN?

HAS THE CLIENT/PROSPECT EXPRESSED TO YOU A SPECIFIC CHALLENGE OR NEED?

WHAT MAKES THE CLIENT DIFFERENT FROM THEIR COMPETITION?