

OVERVIEW	
Business Name	
Your Name	
Email	
Phone	
Web	
TOTAL Media Budget (ex. GST)	From \$ to \$

KEY TIMING/MARKET	
In-Market Dates	Start
	End
Market (ie Brisbane, SEQ, Sydney, Melbourne etc)	Primary Secondary

AUDIENCE

Please advise your audience ie Business owners, Families etc.

MARKETING OBJECTIVES

List your Marketing/Media Objectives

Examples may include website visitation, reach, leads, social engagements etc.

Priority	Objective
1	
2	
3	

CONTACT OUR SALES TEAM

To book or for further enquiries and additional information, please contact us.

Phone: 07 5458 5600 · Email: media@dtb.com.au



CREATIVE CONSIDERATIONS

Key message

What are your key selling points of your business?

Media Preferences

Do you have specific media channels you would like us to consider? (e.g. TV, BVOD, radio, print, signage etc.)

Call to Action

Do you have a website booking system or specific call to action to provoke consumers/business to book or contact you?

Digital Implementation Considerations (for digital campaigns only)

Are there currently google tags on the campaign landing page? Is there a conversion point? (e.g. booking engine)

Creative Assets

Are there any existing materials or size guides? (e.g. 30 second ads, full page press etc.)

Please specify the creative assets that you have available or that are in development.

Save & email to media@dtb.com.au

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