

Media Buying Plan

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Turns a media plan into a buying plan — inventory to buy, buying models (CPM/CPC/CPV/fixed), negotiation levers and a booking checklist. Use it to execute media buys. For allocation use the Media Plan Builder; for the vendor deal use the Media Buying Agreement.

Purpose of this tool & output

Turn a media plan into a buying and negotiation plan

How the output is used

Use it to turn a media plan into a buying and negotiation plan — rates, placements and deal terms to execute the buy.

Important cautions

Rates are negotiable and seasonal; confirm final terms in writing.

Companion documents

- Media Plan Builder
- OOH / Outdoor Media Plan
- Programmatic Advertising Plan
- Media Mix Recommendation
- Flighting & Scheduling Plan
- Media Negotiation Brief

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.