

Media Negotiation Brief

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

Builds a negotiation brief for a media or vendor buy — leverage points, benchmarks, target asks, added-value items and a BATNA. Use it before negotiating a media deal. For the resulting contract use the Media Buying Agreement.

Purpose of this tool & output

Prepare to negotiate better media rates

How the output is used

Use it to prepare to negotiate better media rates — a negotiation brief with benchmarks, levers and targets.

Important cautions

Get final terms in writing; verify delivery.

Companion documents

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

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.