

Media Plan Builder

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 media plan — channel mix, budget allocation, reach/frequency logic and flighting — to meet a campaign goal within budget. Use it to plan where the money goes. For buying execution use the Media Buying Plan; for the creative use the 360 Campaign Plan.

Purpose of this tool & output

Allocate budget across media to hit reach and goals

How the output is used

Use it to allocate budget across media to hit reach and goals — a media plan that spends where it moves the metric.

Important cautions

Reach/cost figures depend on live rates; confirm with vendors.

Companion documents

- Media Buying Plan
- 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.