INSERT COMPANY + CAMPAIGN SPECIFIC INFORMATION HERE  
Date:  
  
Contact details:

**1/ Budget**[if you have one]

**2/ Campaign dates**

**3/ Target audience**[age, interests, all the specifics you know about them]

**4/ CPM or CPC goa**l (if any)  
[if you want to you can have a target for this, and optimize the campaign based on this]

**5/ Geographical targeting** (GT)  
[if you are running a campaign in several markets add the countries and also if you want to be even more specific, the cities of interest, i.e Germany – Hamburg, Berlin, Cologne, München etc]

**6/ Frequency** (or frequency cap )  
[the amount of times an ad will be displayed to a person during the campaign time]

**7/ Banner formats**[if you choose specific ad formats etc]

**8/ Device(s)**  
[if applicable or there is anything specific to take in consideration]

**9/ Retargeting (RT)?**[is it available on your website or do you have the option to implement this?]

**10/ Hosting information?**  
[where are your banners hosted?]

**11/ Primary-KPI?** If more than one, prioritise them in order of importance.   
[insert here]

**12/ Specific websites?**  
[if you have website sin mind that you want your ads to be placed on, list them here]

**13/ Campaign landing page URL**[insert info here]

**14/ Whitelist/brandsafe sites**[if you want your campaign to only run on whitelisted websites]

**15/ Keywords for contextual targeting**[to use contextual targeting we use keywords to match your ads with suitable websites, insert 5-15 keywords that can be used for this purpose]

**16/ Inventory placements**   
[if you have any specific wishes in terms of placements, i.e only premium or above the fold etc that you want your ads to be displayed on]