



## **PRPD Spring Training Webinar Series**

### **Making the Most of Your On-Air Promotions**

### **Sample Marketing Request Form**

Thank you to Molly Davis, Assistant General Manager at WFDD for providing this  
Sample Marketing Request Form

Section 1 of 3

### Promo Order Form

Form description

I need a/an...

- Ad unit on the website
- Promo added to the rotation

After section 1 Continue to next section

Section 2 of 3

### Spot or Promo

Description (optional)

Date \*

Month, day, year



Date \*

Month, day, year



Department \*

Short answer text

Order Placed by \*

Short answer text

Promo Name \*

Short answer text

Start Date \*

Month, day, year



End Date \*

Month, day, year



**Broadcast Schedule - Number of Spots each day \***

	0	1	2	3	4	5	6	7	8	9	10	Other...
Mond...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tues...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wedn...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thurs...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Satur...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Exceptions/Notes**

Long answer text

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**File Name \***

Short answer text

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**Is the file in the Production -> Programs -> Promos folder? \***

Yes

No

After section 2 Submit form



# Ad Unit



Description (optional)

## Date \*

Month, day, year



## Department \*

Short answer text

## Order Placed by \*

Short answer text

## Subject \*

Short answer text

## Start Date \*

Month, day, year



## End Date \*

Month, day, year



## Run ad on:

- Front-page Top
- Front-page Bottom A
- Front-page Bottom B
- Front-page Middle
- Bottom
- Audio Player

## Art (300x274) \*

 Add file

 View folder

## Notes

Long answer text