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| **Date Submitted:** | **Program**: |
| **Agency:** | **Total Budget:** |
| **Agency Contact:** | **Funding Source: General Fund Federal Dedicated** |
| **Phone:** | **PeopleSoft Fund ID:** |
| **E-Mail:** |  |

|  |  |
| --- | --- |
| **Advertising Information** |  |
| **Radio TV Outdoor Newspaper Magazine  Web** **Other** | **Flight Dates:** |

**Description of Advertising Campaign**

Please explain in the box below the advertising campaign (including the message, geographic area targeted and rational for the chosen medium)

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### Justification

Please describe in the box below how the advertising campaign will help your program meet its strategic goals and/or positively impact your targeted audience. Be sure to incorporate how the item fits in with the FY17 Marketing Plan. Also include if you will be developing or producing the creative portion.

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| **Agency Communications**  **Director Signature:** | **Date:** |

|  |  |
| --- | --- |
| **Agency Chief Financial**  **Officer Signature:** | **Date:** |

SPECIAL NOTE: Please return completed form to the Communications Efficiency Committee at [OMBCommunications@omb.in.gov](mailto:OMBCommunications@omb.in.gov). The completed form must be approved by the Committee prior to submission of final creative and media req. to OMB Communications. Once creative is approved, the agency will then work directly with Asher Agency, the group currently working with the State to assist in media buying in television, radio, print publications, or online services for agencies.