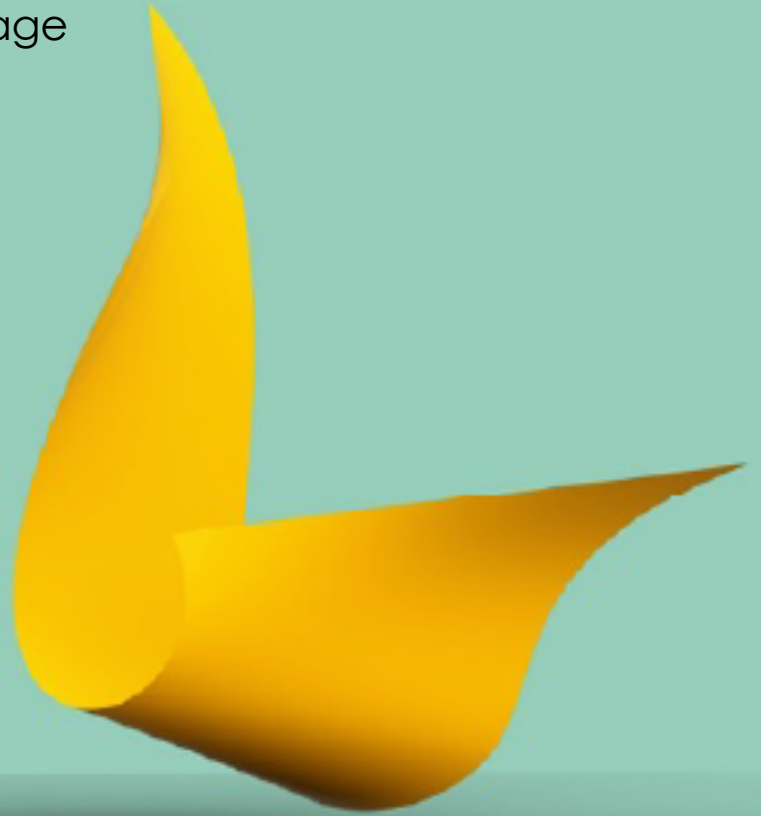


ADVERTISING AGENCY RFP TEMPLATE

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Outline your agency's Request for Proposal with this proposal template. Use the Services section to highlight online, outdoor, television, radio, and other advertising efforts to meet specifications. This RFP template includes a timeline, campaign result expectations, and cost projections to give your agency an advantage over competitors.



ADVERTISING PROPOSAL

SUBMITTED TO

SUBMITTED BY

DATE SUBMITTED

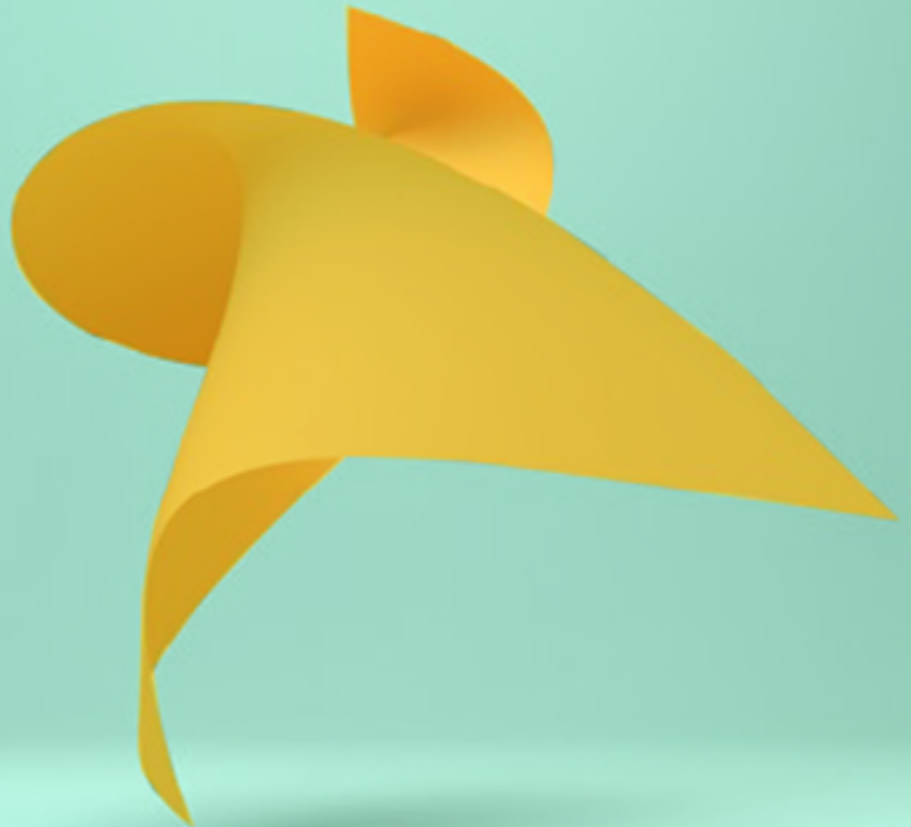
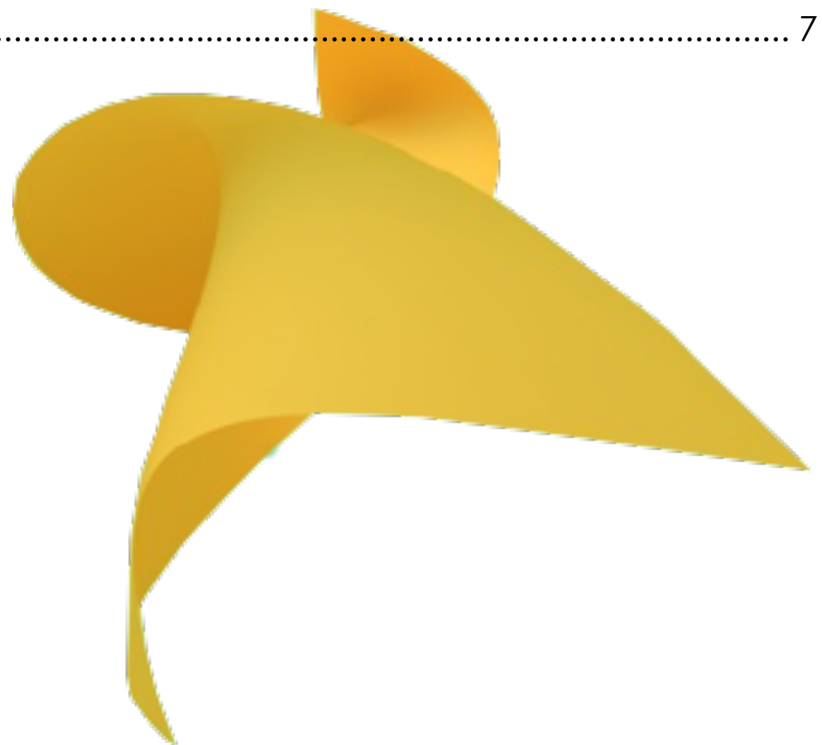


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1. INTRODUCTION

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2. ABOUT US

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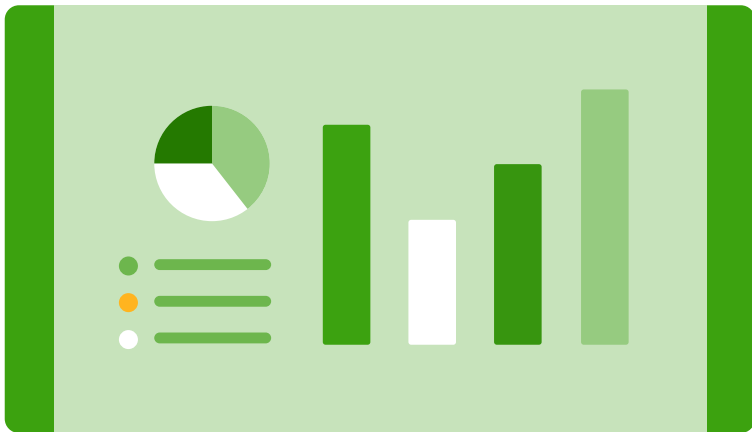
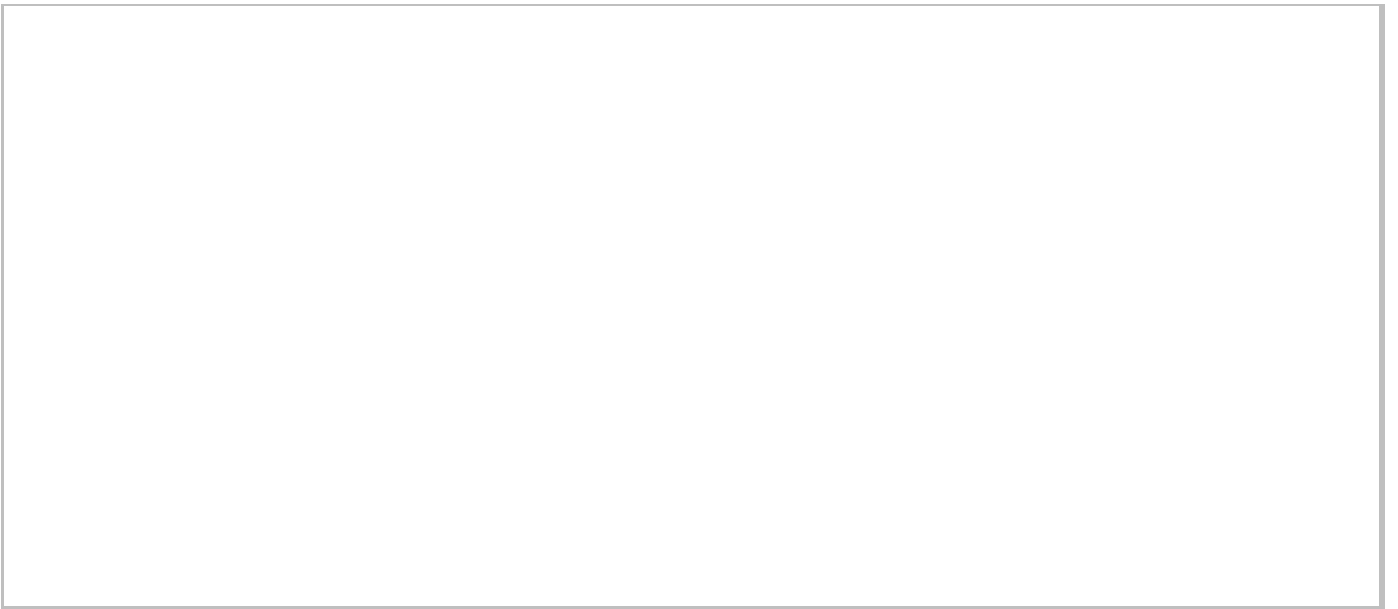
3. SITUATION ANALYSIS

[Empty text box for Situation Analysis content]

4. OUR SERVICES



5. YOUR RESULTS



6. TIMELINE

6.1 TIMELINE OVERVIEW

6.2 ACTIVITIES + DEADLINES

ACTIVITY	DEADLINE

8. TERMS AND CONDITIONS

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PROPOSAL MAY BE WITHDRAWN IF NOT ACCEPTED BY DATE OF

--

9. ACCEPTANCE OF PROPOSAL

AUTHORIZED CLIENT SIGNATURE	DATE OF ACCEPTANCE

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