

# MMG Program Briefing Survey

Thank you for taking advantage of the state's MMG program. We're excited to partner with you to help facilitate your media buys. We've created this survey to help transition necessary info to us and help make the process as smooth as possible. Feel free to fill this out on your own or reach out to OBP to find time for us to fill it out together.

\* Required

## Contact Information

1. What is your name? \*

---

2. What is your email address? \*

---

3. What is your phone number? \*

---

4. What organization do you represent? \*

---

## Buy Details

5. Does your buy include TV? \*

*Mark only one oval.*

Yes    *Skip to question 11*

No

## Buy Details

6. Does your buy include radio? \*

*Mark only one oval.*

Yes    *Skip to question 27*

No

## Buy Details

7. Does your buy include print? \*

*Mark only one oval.*

Yes    *Skip to question 40*

No

## Buy Details

8. Does your buy include outdoor? \*

*Mark only one oval.*

Yes    *Skip to question 49*

No

## Buy Details

9. Does your buy include digital media? \*

*Mark only one oval.*

Yes    *Skip to question 57*

No

### Buy Details

10. Does your buy include sports partnerships? \*

*Mark only one oval.*

Yes    *Skip to question 71*

No

### TV Details

11. Is the TV plan local or national?

*Mark only one oval.*

Local

National

12. If local, what markets do you want to air within?

For national buys, just enter national in the space below.

---

13. Would you like to include cable as a part of your plan?

*Mark only one oval.*

Yes

No

14. What demographic should we buy against?

For reference, MDT buys against Women, 25-54.

*Mark only one oval.*

Adults 25-54

Women 25-54

Men 25-54

Other: \_\_\_\_\_

15. Do ratings need to be reported on any other audiences?

For example, DMOs in previous years have requested ratings based Adults 18+ or households, even though we bought against a more targeted audience.

*Check all that apply.*

Households

Adults 18+

Other:  \_\_\_\_\_

16. How long is the commercial you want to air?

*Mark only one oval.*

:15

:30

Other: \_\_\_\_\_

17. What is the start date of your flight?

Please note that TV is bought on a broadcast calendar, where weeks start on Mondays

\_\_\_\_\_  
*Example: January 7, 2019*

18. What is the end date of your flight?

\_\_\_\_\_  
*Example: January 7, 2019*

19. What dayparts do you want to run in? (All times are central time zone)

*Check all that apply.*

- Early morning; 4a-9a
- Daytime; 9a-3p
- Early fringe; 3p-5p
- Early news; 5p-7p
- Prime access; 6p-7p
- Primetime; 7p-10p
- Late news; 9p-11p
- Late fringe; 10p-midnight
- Overnight; midnight-4a

20. How many TRPs would you like to run per week?

\_\_\_\_\_

21. Do you have a specific daypart mix?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

22. What is your budget for TV?

---

23. Do you have any programming requirements or guidelines?

*Mark only one oval.*

Yes, I will send separately

No, please adhere to MDT programming guidelines

24. Would you like to review your schedule before OBP buys it?

*Mark only one oval.*

Yes

No

25. If makegoods are required, what options are acceptable?

*Check all that apply.*

Additional spots in week following end of flight

Bonus spots within flight

Bonus spots within a future flight

Upgraded dayparts

26. Who will be responsible for sending assets to the stations?

Please include name, email and phone number.

---

*Skip to question 6*

**Radio Details**

27. What markets do you want to air within?

---

28. What demographic should we buy against?

For reference, MDT buys against Women, 25-54.

*Mark only one oval.*

Adults 25-54

Women 25-54

Men 25-54

Other: \_\_\_\_\_

29. Do ratings need to be reported on any other audiences?

For example, DMOs in previous years have requested ratings based Adults 18+ or households, even though we bought against a more targeted audience.

*Check all that apply.*

Households

Adults 18+

Other:  \_\_\_\_\_

30. How long is the commercial you want to air?

*Mark only one oval.*

:30

:60

Other: \_\_\_\_\_

31. What is the start date of your flight?

Please note that radio is bought on a broadcast calendar, where weeks start on Mondays.

\_\_\_\_\_  
*Example: January 7, 2019*

32. What is the end date of your flight?

\_\_\_\_\_  
*Example: January 7, 2019*

33. What dayparts do you want to run in?

All times are central time zone

*Check all that apply.*

- Morning drive; 5a-10a
- Midday; 10a-3p
- Afternoon drive; 3p-7p
- Evening; 7p-midnight
- Weekends; 6a-midnight

34. How many TRPs would you like to run per week?

\_\_\_\_\_

35. Do you have a specific daypart mix?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

36. What is your budget for radio?

---

37. Do you have any programming requirements or guidelines?

*Mark only one oval.*

Yes, I will send separately

No, please adhere to MDT programming guidelines

38. Would you like to review your schedule before OBP buys it?

*Mark only one oval.*

Yes

No

39. Who will be responsible for sending assets to the stations?

Please include name, email and phone number.

---

*Skip to question 7*

**Print Details**

40. Which publications do you want to run in?

Please enter publication titles separated by a semicolon.

---

---

---

---

---

41. What geography would you like?

Some national pubs offer ability to only run in specific markets. While this may not be available for all titles listed, OBP will adhere to this targeting whenever possible.

---

---

---

---

---

42. What size is the ad you would like to run?

*Check all that apply.*

- Full page  
 Half page  
 Quarter page  
 Two-page spread

Other:  \_\_\_\_\_

43. For fractional-page ads, is the layout vertical or horizontal?

*Mark only one oval.*

- Horizontal  
 Vertical

44. Are the ads black and white, full color, or spot color?

*Mark only one oval.*

- Black and white  
 Full color  
 Spot color

45. What months would you like to run?

*Check all that apply.*

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

46. What is your budget for print?

Please include full-year budget - frequency discounts may be negotiated based on annual spend.

---

---

---

---

---

47. Who will be responsible for completing the Reader Service information?

Please include name, email and phone number.

---

---

---

---

---

48. Who will be responsible for sending the creative to the publications?

Please include name, email and phone number.

---

---

---

---

---

*Skip to question 8*

### Outdoor Details

49. What markets would you like to purchase outdoor within?

Please note if there are specific highways or streets that you would like within each market. Separate each market with a semicolon.

---

---

---

---

---

50. What types of outdoor are you looking for?

*Check all that apply.*

- Billboards; 14'x48'; mostly on highways and heavily travelled roads
- Posters; 12'x24'; mainly on side streets and more densely populated areas
- Street units like bus shelters or train stations
- Guerilla units like projections or other custom units

51. Are you open to digital billboards or posters?

*Mark only one oval.*

Yes

No

52. What is the start date?

Outdoor units are typically posted in 4-week increments that begin on Mondays.

---

*Example: January 7, 2019*

53. What is the end date?

Outdoor units are typically posted in 4-week increments.

---

*Example: January 7, 2019*

54. What is your budget for outdoor?

---

55. Is budget flexible between markets?

*Mark only one oval.*

Yes

No, I will send market-specific budgets as a follow-up

56. Who will be responsible for sending assets to the vendor?

Please include name, email and phone number.

---

---

---

---

---

*Skip to question 9*

### Digital Details

57. What type of digital ads will you be using?

*Check all that apply.*

- Banners
- Video
- Social media
- Native ads
- Custom sponsorship

58. Which environments would you like to run within?

*Check all that apply.*

- Desktop
- Tablet
- Mobile
- Connected TV

59. What websites or vendors would you like to use?

Please separate each partner with a semicolon.

---

---

---

---

---

60. What targeting strategies are you utilizing?

Most common strategies are demographic, contextual and behavioral. Please note which strategy you're using and specifics on what demographics, content or behaviors you're targeting.

---

---

---

---

---

61. Are your banners built in HTML 5 or as static images?

*Mark only one oval.*

- HTML 5
- Static images

62. Would you like to serve ads through a third-party ad server?

This is strongly recommended, but not required. There are additional fees for using a third-party ad server which are determined based on the type of creative and number of impressions served.

*Mark only one oval.*

- Yes
- No

**63. Would you like to implement an ad verification partner?**

This is even more strongly recommended than an ad server. Ad verification protects you against fraudulent traffic, unviewable ads and unsafe brand content. There are additional fees for this service, but due to the protection against bad actors, the technology pays for itself.

*Mark only one oval.*

Yes

No

**64. What dimensions of ads do you have?**

*Check all that apply.*

728x90

160x600

300x250

300x600

320x50

300x50

:15 video

:30 video

**65. What is the start date?**

Digital campaigns can start at any time and are billed on a calendar-month basis.

---

*Example: January 7, 2019*

**66. What is the end date?**

---

*Example: January 7, 2019*

67. What is the URL to which we are sending users who click on an ad?

Please note if this URL varies depending on creative message, website or vendor, or season.

---

---

---

---

---

68. Do you allow vendors to place pixels on your website for tracking purposes?

If yes, please provide contact name, email and phone number in the 'Other' section.

*Check all that apply.*

Yes

No

Other:  \_\_\_\_\_

69. What are your main and secondary KPIs?

---

---

---

---

---

70. Who will be responsible for sending creative to the vendors?

Please include name, email and phone number. Ads that are being served via third-party server need to be delivered to OBP two weeks prior to campaign launch.

---

*Skip to question 10*

### Sports Partnerships

71. What team(s) are you partnering with?

Please send over copies of most recent proposal for evaluation. List teams below with contact information (name, email, phone number) included. Separate teams by semicolon.

---

---

---

---

---

72. How will you be invoiced?

For example, if it's a radio sponsorship are you billed by spot? Or is the total package a flat fee that's inclusive of all elements?

*Check all that apply.*

By spot / impression / insertion

Flat fee

Other:  \_\_\_\_\_

73. Who is producing the creative?

*Check all that apply.*

DMO or designated creative agency

The team

74. Who will be responsible for sending assets to the teams?

Please include name, email and phone number.

---

---

This content is neither created nor endorsed by Google.

Google Forms

