



# OTT Proposal Request Template

Date of Submission:

Requestor:

Requestor Email:

Client Name:

Client Site:

Client Contact email:

Agency Buy (Y/N):

Agency name:

Client Budget:

Gross or Net CPM:

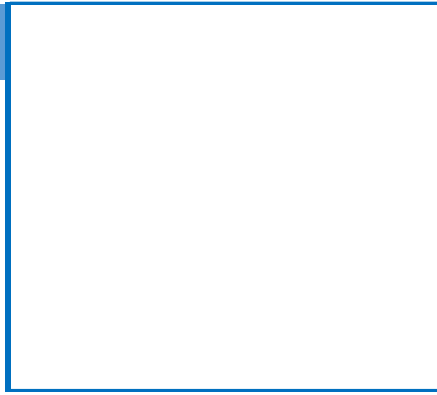
Proposed Start Date:

Proposed End Date:

MediaOcean/Strata Integration Required:

Proposed Line Items

Primary KPI:



RFP Return Date:

Date of Presentation:

Client Industry:

Demographic Target:

Geographic Target Type:

Geographic Target:   
If Zip code targeted, please include on another tab

Product:

CPM Target?   
(Is client looking for CPM at a certain level?)

Impression Goal?

Impression Breakout Request:

Additional Information:

Can we add possible hits on the below sites-