

Radio Spot Info Sheet

Advertiser: _____

Date: _____

Copywriter: _____

Length of spot: _____

Air date:

From: _____ To: _____ ☐ No end date

Dayparts: _____

Daypart differentiation? _____

USP: _____

Slogan: _____

What is this spot to accomplish? _____

What is the call to action? _____

Critical copy points:

Considerations:

- Price and item
- Address
- Hours
- Contact point
- Schedule
- Tags
- Competition
- Creative
 - Style
 - Music
 - Voice talent
 - SFX