

## Campaign Materials Tracking Form

### **Tracking Tool:**

Use this form to track the usage of campaign materials. One form should be used for each execution. For example, if you placed a print PSA in a local magazine and paid for an ad in the local newspaper, one form should be completed for each.

### **Type of Media Outlet**

Name of Media Outlet \_\_\_\_\_ City \_\_\_\_\_

Contact Person \_\_\_\_\_

**Description of Media Outlet:** (Audience, circulation, location [if community placement])

**Creative Execution Selected:** (Indicate which radio or print piece was used)

### **Print Ads:**

- “Physical Activity. The Arthritis Pain Reliever.”
- “Show Arthritis Who’s Boss.”
- “I can’t let arthritis stand in my way.”
- “Even with arthritis, I need to stay strong.”

### **Radio:**

#### Taped Spots

- “Whoopee” National
- “Whoopee” Local
- “Anthem” National
- “Anthem” Local

Live Announcer Script (include which version): \_\_\_\_\_

- :25 second spot
- :30 second spot
- :50 second spot
- :60 second spot

**Other Creative:**

- Billboard
- Bookmark
- Bill Stuffer
- Bus Shelter
- Flyer
- Brochure

**Length of Run:** (Indicate how long/many times this piece has or will run)

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**Number of Exposures:** Please remember to strive to reach the recommended minimum number of exposures. *Please see Appendix K for chart outlining recommendations.*

Environmental category (i.e. outdoor billboards, outdoor bus shelters, and radio): strive to reach three times the target population in your target area.

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Pickup category (i.e. brochures, flyers, and bookmarks): strive to distribute enough materials to reach 1/3 of the total target population in your target area.

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Direct to home/hand category (i.e. bill stuffers, direct mailings, newspaper ads, etc.): strive to distribute enough materials to reach 1/3 of the total target population in your target area.

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**Response Rate:** (To help you track which outlets are most effective, indicate if your phone number or Web site traffic increased due to the piece running – if possible. Using national resources may inhibit tracking.)

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