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])

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**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)

______________________________________________________________________________

**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.

______________________________________________________________________________

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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