

Request for Proposal

Date Submitted:

Campaign Flight Dates:

(Est.) Start Date (Est.) End Date

Advertiser:

Brand (product/service) or URL

Campaign Objectives:

Reach & Frequency, Clicks or Conversion goals

Demographics:

Gender, Age, Marital Status, Race, Household Income, Interest (Channel)

Geo-targeting:

Supported Level(s): Country, Time Zone, DMA, State, County, City, Area Code, Congressional District

Specified Website(s):

Optional: URL(s) or Channel(s)

Category:

For Example: Automotive, Kids, Science, Women, Music etc.

Liquid Placements:

Any Liquid Ad Placement:

Outside-of-Content (Left/Right):

Liquid Lead:

Liquid Base:

In-Content (IAB standard or similar spaces):

Target CPM Range: \$

Estimate Budget: \$

Submission Instructions:

E-mail this RFP as an attachment to inquiry@liqwid.com.

A Liqwid representative will contact you to confirm receipt of this RFP, consult with you and deliver your Liqwid ad campaign proposal for your approval.

Thank You!