

Native Ad Campaign Insertion Brief

1. Campaign Details

Campaign Name

Advertiser/Brand

Campaign Objectives

2. Target Audience

Demographics

Interests/Behaviors

3. Creative Assets

Headline(s)

Description/Text

Image/Video URL

4. Call to Action

CTA Text

Landing Page URL

5. Placement & Timing

Preferred Placements

Start Date

End Date

6. KPIs & Tracking

Key Performance Indicators

Tracking Requirements

7. Additional Notes