Programmatic Direct Placement Authorization Sheet

Advertiser & Campaign Details

Advertiser Name					
Agency Name					
Campaign Name					
IO Number					
Campaign Start Date					
Campaign End Date					
Contact Name					
Deal Details					
Publisher/Seller	Deal Name/ID	Deal Type	Floor Price	Impression Goal	Budget
Targeting & C	Creative				
rargetting Criteria					
Creative Assets					
Billing & Rep	orting				
Billing Contact					
Reporting Frequency					
Additional Notes					