# Proposal verification checklist

Confirm with the property owner before committing. This worksheet does not reserve inventory.

## 01 / Authority and availability

Property and edition / proposal date / valid until

Contracting party / Sponsorship Connection role and compensation

Inventory owner / written confirmation date / remaining units

Category conflicts / campaign dates / production and approval deadlines

## 02 / Audience evidence

Placement / channel / recent comparable result / reporting period

Evidence source / date checked / geography / audience composition

Separate unique people from impressions and repeat attendance. Distinguish historical results from forecasts; platform-wide reach does not guarantee placement exposure.

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## 03 / Delivery and cost

Exact rights and quantities / delivery owner / approval process

Rights fees / agency fees or commission / production / taxes

Exclusions / additional costs / reporting deadline

Cancellation / make-good / renewal terms

## 04 / Decision gates

- [ ] Rights ownership and available inventory confirmed in writing
- [ ] Audience evidence dated; method and limitations understood
- [ ] Category conflicts resolved and approvals assigned
- [ ] Full cost and exclusions recorded
- [ ] Reporting, cancellation and non-delivery terms agreed

Past-work references should state the agency role, delivery date and permission to share.

Decision / unresolved item / owner / due date