



Company Name: Marketing Experts, Inc.

	Enter Monthly Budgets and Forecasts in each column					Total Monthly Marketing Budget
	Revenue	TV Advertising	Yellow Pages	Shows & Contests	Miscellaneous	
January	\$ 105,006.00	\$ 200.00	\$ 175.00		\$ 100.00	8.0%
February	\$ 152,067.00	\$ 200.00	\$ 175.00	\$ 150.00	\$ 100.00	10.0%
March	\$ 89,644.00	\$ 200.00	\$ 175.00	\$ 1,659.00	\$ 100.00	11.0%
April	\$ 94,981.00	\$ 200.00	\$ 175.00		\$ 100.00	7.0%
May	\$ 107,682.00	\$ 500.00	\$ 175.00		\$ 100.00	10.0%
June	\$ 158,467.00	\$ 500.00	\$ 175.00		\$ 100.00	7.0%
July	\$ 169,797.00	\$ 500.00	\$ 175.00	\$ 2,760.00	\$ 100.00	9.0%
August	\$ 146,790.00	\$ 500.00	\$ 175.00		\$ 100.00	6.0%
September	\$ 153,181.00	\$ 400.00	\$ 175.00	263	\$ 100.00	12.0%
October	\$ 144,318.00	\$ 300.00	\$ 175.00		\$ 100.00	11.0%
November	\$ 138,241.00	\$ 500.00	\$ 175.00		\$ 100.00	10.0%
December	\$ 146,899.00	\$ 200.00	\$ 175.00	1,564	\$ 100.00	7.0%

Yellow column headings may be changed. Marketing Calendar pages will summarize these categories.

Code	Description
B	Broadcast
L	Letter
P	Postcard
F	Flyer
H	Hanger
I	Newspaper Insert
R	Run-of-Press

Code Categories:

< Set up Codes for advertising categories in these eight rows. Use single character codes and up to 15 characters for descriptions. These are requirements for the program to work correctly and for your entries to fit in the spaces on the calendar.

You may remove, change or add any codes in this table before you begin using the calendar. If you remove or change codes after making entries in the Periodic Input page, any cost information for the deleted or changed codes may not be included correctly in monthly summary calculations.

June 2008

Marketing Experts, Inc.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	L Summer Replacemer Brandon Area 3,333 Pieces				

CODE KEY: B = Broadcast, L = Letter, P = Postcard, F = Flyer, H = Hanger, I = Newspaper Insert, R = Run-Of-Press, =

Revenue Budget	\$ 158,467
Monthly Marketing Budget	\$ 11,093
Month's End Marketing Cost	\$ 2,275
Variance	\$ (8,818)

Broadcast	\$ -
Letter	\$ 1,500
Postcard	\$ -
Flyer	\$ -
Hanger	\$ -
Newspaper Insert	\$ -

Run-of-Press	\$ -
TV Advertising	\$ 500
Yellow Pages	\$ 175
Shows & Contests	\$ -
Miscellaneous	\$ 100

Marketing Experts, Inc. 2008 Marketing Summary

Revenue Budget	\$ 1,607,073	Broadcast	\$ -	Run-of-Press	\$ -
		Letter	\$ 7,500		\$ -
Monthly Marketing Budget	\$ 144,430	Postcard	\$ 2,000	TV Advertising	\$ 4,200
Month's End Marketing Cost	\$ 25,471	Flyer	\$ -	Yellow Pages	\$ 2,100
Variance	\$ (118,959)	Hanger	\$ -	Shows & Contests	\$ 6,396
		Newspaper Insert	\$ 2,075	Miscellaneous	\$ 1,200