

Yearly Advertising Budget Worksheet

Calculate Annual Budget

1. Projected sales for period \$ _____
 2. Percent spent on advertising last year \$ _____
 3. Desired percent this year \$ _____
 4. This year's advertising budget (line 1 x line 3) \$ _____
-

Calculate Current Annual Expenditures

5. One-time advertising expenditures

Item _____ \$ _____

Item _____ \$ _____

Item _____ \$ _____

Item _____ \$ _____

6. Annual marketing expenditures

Item _____ \$ _____

Item _____ \$ _____

Item _____ \$ _____

Item _____ \$ _____

7. Public Relations (line 4 x 2%) \$ _____
8. Reserve (line 4 x 7%) \$ _____
9. Total budget allocations (add lines 5, 6, 7 and 8) \$ _____

10. Advertising Budget (line 4 minus line 9)

\$ _____

Trade Advertising Worksheet

The idea is to replace your current cash advertising expenses with trade!

Client Name: _____

Contact Person: _____

Demographic Targeted: _____

Market(s) Desired: _____

Do you have Co-op Advertising Available: ___yes ___no ___not sure

Please Check Below Mediums Of Interest:

Radio

10 second: _____ 30 second: _____ 60 second: _____

Television: _____

Cable: _____

Print:

Newspapers: _____ Magazines: _____ Specialty Publications: _____

Direct Mail Campaigns:

Coupon Books: _____ Mailing Lists: _____ List Management: _____

Independent Mailings: _____

Internet & Website Advertising: _____ E-mail Marketing: _____

Design of collateral materials: _____ Printing of collateral materials: _____

Logo Design: _____ Website Design, SEO: _____ Facebook Creation & Updates: _____

Aerials & Balloons: _____ Specialty Yellow Pages: _____ Event Planning: _____

UTube & Video Production: _____ Ad Layout & Design: _____ Tradeshow Displays: _____

Other Elements Desired:

