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Company:

Advertising & Marketing Budget Planning Considerations

(Industry Average 4-10% of Gross Receipts)

Goal: \$

Media

Budget

- Printed Goods
- Memberships
- Marketing Consulting
- Graphic Design
- Promotional Goods
- Trade Shows
- Yellow Pages
- Directories
- Postage
- Signage
- Web Site
- Open Houses
- Radio
- Print Advertising
- Video
- PR Coordinator
- Television/Cable Ads
- Billboard
- Sponsorship/Events
- Other

Sports marketing, receipts, walls, malls
airport, hotel, electronic, cinema, blimps

Mobile, Shuttle stops, Kioskes

Total

%
of \$

Notes: