

Simple 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 Annual Expenditures

5. One-time advertising expenditure
Item _____ \$ _____
Item _____ \$ _____
Item _____ \$ _____
Item _____ \$ _____
Item _____ \$ _____
6. Annual advertising/marketing expenditures
Item _____ \$ _____
Item _____ \$ _____
Item _____ \$ _____
7. Donations and public relations (line 4 x 2%) \$ _____
8. Reserve (line 4 x 7%) \$ _____
9. Total budget allocations (add lines 5, 6, 7, and 8) \$ _____
10. **Media Budget (line 4 minus line 9)** \$ _____