

| Sample Client Marketing Expense Budget |          |          |           |          |          |          |          |          |          |          |           |            |
|--|----------|----------|-----------|----------|----------|----------|----------|----------|----------|----------|-----------|------------|
| ITEM                                   | Mar.     | Apr.     | May       | Jun      | Jul      | Aug      | Sep      | Oct      | Nov      | Dec      | Sub       | Totals     |
| <b>ADVERTISING</b>                     |          |          |           |          |          |          |          |          |          |          |           |            |
| Print                                  |          | \$ 2,000 | \$ 2,000  | \$ 2,000 | \$ 2,000 | \$ 2,000 | \$ 2,000 | \$ 2,000 | \$ 2,000 | \$ 1,000 | \$ 17,000 |            |
| Cable/Radio                            |          |          |           |          | \$ 1,500 | \$ 1,500 | \$ 1,500 |          |          |          | \$ 4,500  |            |
| Web Marketing                          |          |          |           | \$ 1,000 | \$ 1,000 | \$ 1,000 | \$ 1,000 | \$ 1,000 | \$ 1,000 | \$ 1,000 | \$ 7,000  |            |
| Sparkfly                               | \$ 150   | \$ 150   | \$ 150    | \$ 150   | \$ 150   | \$ 150   | \$ 150   | \$ 150   | \$ 150   | \$ 150   | \$ 1,500  |            |
| Signs                                  | \$ 2,000 | \$ 2,000 | \$ 2,000  | \$ 2,000 | \$ 2,000 | \$ 2,000 | \$ 2,000 | \$ 2,000 | \$ 2,000 | \$ 2,000 | \$ 20,000 |            |
| Direct Mail Postage                    |          | \$ 1,500 | \$ 1,500  |          |          |          |          |          |          |          | \$ 3,000  |            |
| Misc.                                  |          |          | \$ 500    | \$ 500   | \$ 500   | \$ 500   | \$ 500   |          |          |          | \$ 2,500  |            |
|  |          |          |           |          |          |          |          |          |          |          |           |            |
|  |          |          |           |          |          |          |          |          |          |          |           | \$ 55,500  |
| <b>PRODUCTION</b>                      |          |          |           |          |          |          |          |          |          |          |           |            |
| Logo/ID package                        | \$ 900   | \$ 900   |           |          |          |          |          |          |          |          | \$ 1,800  |            |
| Design&Writing/Collateral              |          | \$ 2,500 | \$ 2,500  |          |          |          |          |          |          |          | \$ 5,000  |            |
| Design/Ads                             |          | \$ 750   | \$ 750    | \$ 750   |          |          |          |          |          |          | \$ 2,250  |            |
| Design/Illustrations                   | \$ 2,000 |          |           |          |          |          |          |          |          |          | \$ 2,000  |            |
| Web Development                        | \$3,000  | \$3,000  |           |          |          |          |          |          |          |          | \$ 6,000  |            |
| Web ads/e-newsletters                  |          |          |           | \$ 500   | \$ 500   | \$ 500   |          |          |          |          | \$ 1,500  |            |
| Printing -- ltrhead, collateral        |          | \$ 6,500 | \$ 6,500  |          |          |          |          |          |          |          | \$ 13,000 |            |
| Sign production                        |          | \$ 3,000 | \$ 3,000  |          |          |          |          |          |          |          | \$ 6,000  |            |
| Television production                  |          |          |           | \$ 7,000 |          |          |          |          |          |          | \$ 7,000  |            |
| Printing -- direct mail                |          |          | \$ 1,000  | \$ 1,000 |          |          |          |          |          |          | \$ 2,000  |            |
| Design/direct mail                     |          | \$ 750   |           |          |          |          |          |          |          |          | \$ 750    |            |
| Invitation printing                    |          | \$ 500   |           |          |          |          |          |          |          |          | \$ 500    |            |
| invitation design                      |          | \$ 500   |           |          |          |          |          |          |          |          | \$ 500    |            |
| Re-prints                              |          |          |           |          |          |          |          | \$ 3,000 |          |          | \$ 3,000  |            |
| Misc.                                  |          |          |           | 1,000    |          |          | 1,000    |          |          |          | \$ 2,000  |            |
|  |          |          |           |          |          |          |          |          |          |          | \$ -      |            |
|  |          |          |           |          |          |          |          |          |          |          |           | \$ 53,300  |
| <b>PR/EVENTS/PROMOTION</b>             |          |          |           |          |          |          |          |          |          |          |           |            |
| Grand opening                          |          |          | \$ 10,000 |          |          |          |          |          |          |          | \$ 10,000 |            |
| Client luncheon                        |          |          |           |          | \$ 2,500 |          |          |          |          |          | \$ 2,500  |            |
| Other trade shows/events               |          |          |           |          |          | \$ 1,000 |          |          | \$ 1,000 |          | \$ 2,000  |            |
| Press releases distribution            |          |          | \$ 250    |          |          | \$ 250   |          |          |          |          | \$ 500    |            |
| Premium items                          |          |          | \$ 1,000  | \$ 1,000 | \$ 1,000 |          |          |          |          |          | \$ 3,000  |            |
| Gifts                                  |          |          | \$ 1,000  | \$ 1,000 |          |          |          |          | \$ 3,000 |          | \$ 5,000  |            |
|  |          |          |           |          |          |          |          |          |          |          |           | \$ 23,000  |
|  |          |          |           |          |          |          |          |          |          |          |           | \$ 131,800 |
| New Thought Marketing                  |          |          |           |          |          |          |          |          |          |          |           |            |