

Marketing Budget

Fiscal Year Begins: **jan-11**

[Company Name]
 [Street], [City], [State/Province], [Postal Code]
 [Phone], [E-mail], [Web]

	jan-11	feb-11	mar-11	apr-11	maj-11	jun-11	jul-11	aug-11	sep-11	okt-11	nov-11	dec-11	Monthly Average	Total	Overview
Budget Total	52 007	60 453	50 937	53 196	46 258	0	0	0	0	0	0	0	21 904	262 851	
Personnel															
Salaries, wages	521	323	274	451	104								335	1 673	↕
Benefits	10 572	14 514	10 561	13 170	12 478								12 259	61 295	↕
Payroll taxes	250	428	165	1 168	345								471	2 356	↕
Commissions and bonuses	0	2 200	163	67	0								486	2 430	↕
Personnel Total	11 343	17 465	11 163	14 856	12 927	0	0	0	0	0	0	0	5 646	67 754	
Market Research															
Firm Research Fees	8 000	7 000	8 000	6 000	7 000								7 200	36 000	↕
Web Research	5 000	3 000	4 000	2 000	1 000								3 000	15 000	↕
Independent Research	3 500	4 000	2 000	2 500	1 000								2 600	13 000	↕
Market Research Total	16 500	14 000	14 000	10 500	9 000	0	0	0	0	0	0	0	5 333	64 000	
Communications															
Branding	521	323	274	451	104								335	1 673	↕
Promotions														0	•
Newspaper Advertising														0	•
Web Advertising	10 572	14 514	10 561	13 170	12 478								12 259	61 295	↕
Direct marketing	250	428	165	1 168	345								471	2 356	↕
Communications Total	11 343	15 265	11 000	14 789	12 927	0	0	0	0	0	0	0	5 444	65 324	
Other															
Postage	521	323	274	451	104								335	1 673	↕
Travel	12 000	13 000	14 000	12 000	11 000								12 400	62 000	↕
Phone	100	100	100	100	100								100	500	
Computer/Office Equipment	200	300	400	500	200								320	1 600	↕
Other Total	12 821	13 723	14 774	13 051	11 404	0	0	0	0	0	0	0	5 481	65 773	