

	A	B	C	D
1		MARKETING EXPENSE PLANNER		
2		ORGANIZATION NAME		
3		EVENT NAME		
4				
5				
6		ITEM DETAIL/DESCRIPTION	CURRENT PROJECT BUDGET	ACTUAL COSTS (PREVIOUS YEAR)
7		<u>PRINT MEDIA</u>		
8		(list target publications below)		
9		1)		
10		2)		
11		3)		
12		4)		
13		5)		
14				
15		<u>DIGITAL ADS</u>		
16		(list target media below)		
17		1)		
18		2)		
19		3)		
20		4)		
21		5)		
22				
23		<u>RADIO/TELEVISION</u>		
24		(list target stations below)		
25		1)		
26		2)		
27		3)		
28		4)		
29		5)		
30				
31		<u>PRINTING</u>		
32		(list collateral type below. ie: Brochure/banner/tickets)		
33		1)		
34		2)		
35		3)		
36		4)		
37		5)		
38				
39		<u>GRAPHIC DESIGN</u>		
40				
41		<u>DIRECT MAIL</u>		
42				
43		<u>BILLBOARD/OUTDOOR ADS</u>		
44				
45				
46		Total Advertising/Marketing Expenses	\$ -	\$ -
47				
48				
49				
50				