

**Title**      **WCS Copier Marketing Budget**  
**Date**        **###**  
**Created by**   Kris Mueller  
  
**Purpose**      To show copier advertising campaign expenses

Budget Area	Jan	Feb	Mar	Apr
Campaign Budget Allocation	\$62,500.00	\$62,500.00	\$62,500.00	\$62,500.00
Expenses				
Advertising	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
Telemarketing	6,250.00	6,250.00	6,250.00	6,250.00
Direct Mail	12,500.00	12,500.00	12,500.00	12,500.00
Clerical Support	2,500.00	2,500.00	2,500.00	2,500.00
Consultants	3,750.00	3,750.00	3,750.00	3,750.00
General Administration	1,250.00	1,250.00	1,250.00	1,250.00
Total Expenses	\$51,250.00	\$51,250.00	\$51,250.00	\$51,250.00
Funds Remaining	\$11,250.00	\$11,250.00	\$11,250.00	\$11,250.00

Totals
\$250,000.00
\$100,000.00
25,000.00
50,000.00
10,000.00
15,000.00
5,000.00
\$205,000.00
\$45,000.00