

BBM Sample Budget

	January	February	March	April	May	June	July	August	September	October	November	December
Print	\$60,950	\$0	\$7,475	\$7,475	\$0	\$8,200	\$0	\$7,400	\$0	\$8,200	\$7,400	\$7,400
Digital	\$3,449	\$0	\$0	\$599	\$250	\$400	\$250	\$400	\$250	\$400	\$250	\$400
Outdoor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Radio	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TV	\$6,060	\$0	\$0	\$3,030	\$0	\$3,030	\$0	\$0	\$0	\$0	\$0	\$0
Payroll	\$18,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Directories	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Promotions	\$1,800	\$0	\$0	\$0	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Total:	\$90,259	\$1,500	\$8,975	\$12,604	\$1,950	\$13,330	\$1,950	\$9,500	\$1,950	\$10,300	\$9,350	\$9,500