



## Chapter 4

### BUDGET ESTIMATE

The sample budget worksheet below will help you figure out how much you need to budget for the marketing tools you select. Fill in the amount for each marketing tool you plan to use.

## Sample Marketing Budget Worksheet

Component	Questions to consider	Cost
Advertising	<ul style="list-style-type: none"> <li>• What's the best publication to advertise in?</li> <li>• What size of ad is required?</li> <li>• What will the ad cost?</li> <li>• How frequently should the ad appear?</li> </ul>	
Signage	<ul style="list-style-type: none"> <li>• Is a site sign needed?</li> <li>• What size sign will we produce?</li> </ul>	
Telephone Inquiries	<ul style="list-style-type: none"> <li>• Is a separate phone number necessary?</li> <li>• What will the phone line cost?</li> </ul>	
Brochure/Fact Sheet	<ul style="list-style-type: none"> <li>• What kind of format would work best – a brochure or fact sheet?</li> <li>• Can we prepare the brochure, or do we need to hire a printing company?</li> <li>• How many copies are needed?</li> </ul>	
Posters	<ul style="list-style-type: none"> <li>• Can we prepare the poster, or do we need to hire a printing company?</li> <li>• How many copies are needed?</li> </ul>	
Display Suite	<ul style="list-style-type: none"> <li>• Is furniture necessary?</li> <li>• How much will it cost to rent furniture?</li> <li>• How much will accessories cost?</li> <li>• How much will it cost to advertise the display suite?</li> </ul>	
Other		
<b>Total Cost</b>		