

Promotional Budget Worksheet

Instructions: Please note that the form below is an example; it can be altered to meet your needs. When presenting your budget information, please arrange your entries in this same format.

Print Media – (newspaper and magazines) – Please include the name and location of the print medium, specific insertion dates of the ad (do not clump insertion dates such as Feb-April), and size of ad.

Radio – List the name and location of the radio stations, the air dates, and the length, as well as the frequency.

Television – Included should be the name of the station, location, dates ad will run (do not clump insertion dates into months, i.e. Feb-April), and length of ad.

Billboards – List the vendor, the number of billboards, dates the billboard will post, and where they are located.

Direct Mail – Costs must be broken down by postage, printing, handling, mailing lists, the number of pieces, etc. A mock-up must be included with the application before it can be processed.

JEM Request: \$ _____

	JEM Dollars	Recipient Dollars/In-Kind	Total Dollars
Print Media:			
1.			
2.			
3.			
4.			
Total Print Media:			
Radio:			
1.			
2.			
3.			
4.			
Total Radio:			
Television:			
1.			
2.			
3.			
4.			
Total Television:			

	JEM Dollars	Recipient Dollars/In-Kind	Total Dollars
Billboard:			
1.			
2.			
3.			
4.			
Total Billboard:			
Internet:			
1.			
2.			
3.			
4.			
Total Internet:			
Publicity:			
1.			
2.			
3.			
4.			
Total Publicity:			
Direct Mail:			
1.			
2.			
3.			
4.			
Total Direct Mail:			
Other (Applicable to Destination Marketing):			
1.			
2.			
3.			
4.			
Total Other:			
Research/tracking:			
TOTAL PROMOTIONAL BUDGET			