

## 2006 Marketing Budget

2006 Marketing Plan			
	Sales Budget	Marketing %	Marketing Budget
	<b>\$1,750,000</b>	<b>5.50%</b>	<b>\$96,250</b>
<b>January</b>	<b>7.29%</b>		<b>Monthly Budget</b>
<b>Media</b>	<b>Content</b>	<b>\$ Budgeted</b>	<b>% of Budgeted Sales</b>
<b>Yellow Pages</b>		<b>\$4,000</b>	
<b>Direct Mail</b>			
<b>Newspaper</b>			
<b>Radio</b>			
<b>TV</b>			
<b>Shows</b>			
<b>Show Flyer</b>			
<b>Website</b>		<b>\$250</b>	
			<b>\$127,575</b>
	<b>Total \$</b>	<b>\$4,250</b>	<b>3.33%</b>
<b>February</b>	<b>6.98%</b>		
<b>Media</b>	<b>Content</b>	<b>\$ Budgeted</b>	
<b>Yellow Pages</b>		<b>\$4,000</b>	
<b>Direct Mail</b>			
<b>Newspaper</b>			
<b>Radio</b>			
<b>TV</b>			
<b>Shows</b>			
<b>Plbg Direct Mail</b>			
<b>Website</b>		<b>\$150</b>	
			<b>\$122,150</b>
	<b>Total \$</b>	<b>\$4,150</b>	<b>3.40%</b>
<b>March</b>	<b>6.48%</b>		
<b>Media</b>	<b>Content</b>	<b>\$ Budgeted</b>	
<b>Yellow Pages</b>		<b>\$4,000</b>	
<b>Direct Mail</b>	<b>Pool/Boiler Parts</b>	<b>\$2,000</b>	
<b>Newspaper</b>			
<b>Radio</b>		<b>\$1,500</b>	
<b>TV</b>			
<b>Shows</b>	<b>Pool Show</b>	<b>\$3,000</b>	
<b>Show Flyer</b>		<b>\$500</b>	
<b>Plbg Direct Mail</b>			
<b>Website</b>		<b>\$150</b>	
			<b>\$113,400</b>
	<b>Total \$</b>	<b>\$11,150</b>	<b>9.83%</b>

## 2006 Marketing Budget

<b>April</b>		<b>7.60%</b>		
<b>Media</b>	<b>Content</b>		<b>\$ Budgeted</b>	
<b>Yellow Pages</b>			<b>\$4,000</b>	
<b>Direct Mail</b>	<b>Pool Heater/Service</b>		<b>\$3,500</b>	
<b>Newspaper</b>				
<b>Radio</b>			<b>\$1,500</b>	
<b>TV</b>				
<b>Shows</b>				
<b>Plbg Direct Mail</b>				
<b>WebSite</b>			<b>\$150</b>	
				<b>\$133,000</b>
		<b>Total \$</b>	<b>\$9,150</b>	<b>6.88%</b>
<b>May</b>		<b>10.38%</b>		
<b>Media</b>	<b>Content</b>		<b>\$ Budgeted</b>	
<b>Yellow Pages</b>			<b>\$4,000</b>	
<b>Direct Mail</b>				
<b>Newspaper</b>	<b>Pool Htr Service/PreSeason</b>		<b>\$3,200</b>	
<b>Radio</b>			<b>\$1,500</b>	
<b>TV</b>				
<b>Shows</b>				
<b>Plbg Direct Mail</b>				
<b>Website</b>			<b>\$150</b>	
				<b>\$181,650</b>
		<b>Total \$</b>	<b>\$8,850</b>	<b>4.87%</b>
<b>June</b>		<b>12.14%</b>		
<b>Media</b>	<b>Content</b>		<b>\$ Budgeted</b>	
<b>Yellow Pages</b>			<b>\$4,000</b>	
<b>Direct Mail</b>				
<b>Newspaper</b>	<b>Pool Heater</b>		<b>\$3,200</b>	
<b>Radio</b>	<b>Pool Heater</b>		<b>\$1,500</b>	
<b>TV</b>				
<b>Shows</b>				
<b>Plbg Direct Mail</b>				
<b>Website</b>			<b>\$150</b>	
				<b>\$212,450</b>
		<b>Total \$</b>	<b>\$8,850</b>	<b>4.17%</b>

## 2006 Marketing Budget

<b>July</b>		<b>9.60%</b>		
<b>Media</b>	<b>Content</b>		<b>\$ Budgeted</b>	
<b>Yellow Pages</b>			<b>\$4,000</b>	
<b>Direct Mail</b>				
<b>Newspaper</b>	<b>Pool Heater</b>		<b>\$3,200</b>	
<b>Radio</b>	<b>Pool Heater</b>		<b>\$1,500</b>	
<b>TV</b>				
<b>Shows</b>				
<b>Plbg Direct Mail</b>				
<b>Website</b>			<b>\$150</b>	
				<b>\$168,000</b>
		<b>Total \$</b>	<b>\$8,850</b>	<b>5.27%</b>
<b>August</b>		<b>8.86%</b>		
<b>Media</b>	<b>Content</b>		<b>\$ Budgeted</b>	
<b>Yellow Pages</b>			<b>\$4,000</b>	
<b>Direct Mail</b>	<b>Boiler/HWH Parts</b>		<b>\$2,000</b>	
<b>Newspaper</b>	<b>Pool Heater</b>		<b>\$3,200</b>	
<b>Radio</b>	<b>Pool Heater</b>		<b>\$1,500</b>	
<b>TV</b>				
<b>Shows</b>				
<b>Plbg Direct Mail</b>				
<b>Website</b>			<b>\$150</b>	
				<b>\$155,050</b>
		<b>Total \$</b>	<b>\$10,850</b>	<b>7.00%</b>
<b>September</b>		<b>7.38%</b>		
<b>Media</b>	<b>Content</b>		<b>\$ Budgeted</b>	
<b>Yellow Pages</b>			<b>\$4,000</b>	
<b>Direct Mail</b>	<b>Boiler Service</b>		<b>\$4,000</b>	
<b>Newspaper</b>	<b>Boiler Service</b>		<b>\$3,200</b>	
<b>Radio</b>	<b>Boiler Service</b>		<b>\$1,500</b>	
<b>TV</b>				
<b>Shows</b>				
<b>Show Flyer</b>				
<b>Plbg Direct Mail</b>				
<b>Website</b>			<b>\$150</b>	<b>\$129,150</b>
		<b>Total \$</b>	<b>\$12,850</b>	<b>9.95%</b>

## 2006 Marketing Budget

<b>October</b>		<b>7.84%</b>		
<b>Media</b>	<b>Content</b>		<b>\$ Budgeted</b>	
<b>Yellow Pages</b>			<b>\$4,000</b>	
<b>Direct Mail</b>				
<b>Newspaper</b>	<b>Boiler Service</b>		<b>\$3,200</b>	
<b>Radio</b>	<b>Boiler Service/Leak Detection</b>		<b>\$1,500</b>	
<b>TV</b>				
<b>Shows</b>				
<b>Plbg Direct Mail</b>				
<b>Website</b>			<b>\$150</b>	
				<b>\$137,200</b>
		<b>Total \$</b>	<b>\$8,850</b>	<b>6.45%</b>
<b>November</b>		<b>8.10%</b>		
<b>Media</b>	<b>Content</b>		<b>\$ Budgeted</b>	
<b>Yellow Pages</b>			<b>\$4,000</b>	
<b>Direct Mail</b>				
<b>Newspaper</b>	<b>Boiler Service</b>		<b>\$3,200</b>	
<b>Radio</b>	<b>Boiler Service/Leak Detection</b>		<b>\$1,500</b>	
<b>TV</b>				
<b>Shows</b>				
<b>Plbg Direct Mail</b>				
<b>Website</b>			<b>\$150</b>	
				<b>\$141,750</b>
		<b>Total \$</b>	<b>\$8,850</b>	<b>6.24%</b>
<b>December</b>		<b>7.34%</b>		
<b>Media</b>	<b>Content</b>		<b>\$ Budgeted</b>	
<b>Yellow Pages</b>			<b>\$4,000</b>	
<b>Direct Mail</b>				
<b>Newspaper</b>				
<b>Radio</b>	<b>Boiler Service/Leak Detection</b>		<b>\$1,500</b>	
<b>TV</b>				
<b>Shows</b>				
<b>Plbg Direct Mail</b>				
<b>Website</b>			<b>\$150</b>	
				<b>\$128,450</b>
		<b>Total \$</b>	<b>\$5,650</b>	<b>4.40%</b>
				<b>\$1,750,000</b>
		<b>Year Total \$</b>	<b>\$102,300</b>	<b>5.85% Of Sales</b>