

Quarterly Marketing Budget

<-- Enter date in cell to the left
 <-- Enter the period ending date in cell to the left

	Quarter 1		Quarter 2		Quarter 3		Quarter 4	
	Expenses	% Total	Expenses	% Total	Expenses	% Total	Expenses	% Total
Advertising								
Print								
Radio								
Television								
Direct Mail								
Point of Purchase								
Co-op								
Other								
Totals								
Sales Promotion								
Trade Shows								
Sales Force Promotion								
Other								
Totals								
G&A								
Clerical								
Managerial								
Telephone								
Travel								
Supplies								
Other								
Totals								
HR Development								
Videos								
Workshops								
Tuition / Seminars								
Other								
Totals								
Sales Force								
Motivational Programs								
Recruiting								
Salaries and Benefits								
Telephone								
Training								
Other								
Totals								
Market Research								
Salaries and Benefits								
Supplies								
Telephone								
Travel								
Other								
Totals								
Grand Totals								

