

PAGE	2008 Marketing Budget Reconciliation Sheet	Cost Center	Vendor	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	
1	8001 Advertising - Newspaper																
	Ad-Hoc Newspaper Ads - Allocated Budget	710	E+M	\$0.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$3,000.00	\$0.00	\$0.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$9,000.00	Budget
	Ad-Hoc Newspaper Ads - Used Budget	710	E+M	\$8,145.00	\$0.00	\$2,178.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,323.00	Used
	Ad-Hoc Newspaper Ads - Remaining Forward	710	E+M	-\$8,145.00	-\$5,145.00	-\$7,323.00	-\$7,323.00	-\$7,323.00	-\$4,323.00	-\$4,323.00	-\$4,323.00	-\$1,323.00	-\$1,323.00	-\$1,323.00	-\$1,323.00	-\$1,323.00	Remaining
2	Event Support Flyers Printing - Allocated Budget	710	Crestec	\$4,400.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	\$0.00	\$16,400.00	Budget
	Event Support Flyers Printing - Used Budget	710	Crestec	\$3,928.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,928.00	Used
	Event Support Flyers Printing - Remaining Budget	710	Crestec	\$472.00	\$472.00	\$472.00	\$2,472.00	\$2,472.00	\$2,472.00	\$2,472.00	\$2,472.00	\$12,472.00	\$12,472.00	\$12,472.00	\$12,472.00	\$12,472.00	Remaining
3	Event Support Newspaper Ads - Allocated Budget	710	E+M	\$7,600.00	\$0.00	\$7,600.00	\$1,300.00	\$0.00	\$1,300.00	\$1,300.00	\$0.00	\$1,300.00	\$7,600.00	\$0.00	\$7,600.00	\$35,600.00	Budget
	Event Support Newspaper Ads - Used Budget	710	E+M	\$8,615.35	\$2,178.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,793.35	Used
	Event Support Newspaper Ads - Remaining Budget	710	E+M	-\$1,015.35	-\$3,193.35	\$4,406.65	\$5,706.65	\$5,706.65	\$7,006.65	\$8,306.65	\$8,306.65	\$9,606.65	\$17,206.65	\$17,206.65	\$24,806.65	\$24,806.65	Remaining
4	Flyer Copy Services - Allocated Budget	710	Copywise	\$200.00	\$0.00	\$0.00	\$200.00	\$0.00	\$0.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$600.00	Budget
	Flyer Copy Services - Used Budget	710	Copywise	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Used
	Flyer Copy Services - Remaining Budget	710	Copywise	\$200.00	\$200.00	\$200.00	\$400.00	\$400.00	\$400.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	Remaining
5	Medi-Medi Print Advertising - Allocated Budget	710	Various	\$2,000.00	\$2,000.00	\$2,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$36,000.00	Budget
	Medi-Medi Print Advertising - Used Budget	710	Various	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Used
	Medi-Medi Print Advertising - Remaining Budget	710	Various	\$2,000.00	\$4,000.00	\$6,000.00	\$10,000.00	\$14,000.00	\$18,000.00	\$22,000.00	\$26,000.00	\$30,000.00	\$32,000.00	\$34,000.00	\$36,000.00	\$36,000.00	Remaining
6	Newspaper Ad Design Services - Allocated Budget	710	E+M	\$4,000.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$8,000.00	Budget
	Newspaper Ad Design Services - Used Budget	710	E+M	\$1,755.70	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,755.70	Used
	Newspaper Ad Design Services - Remaining Budget	710	E+M	\$2,244.30	\$2,244.30	\$2,244.30	\$4,244.30	\$4,244.30	\$4,244.30	\$4,244.30	\$4,244.30	\$6,244.30	\$6,244.30	\$6,244.30	\$6,244.30	\$6,244.30	Remaining
7	Provider Marketing - Co-op Flyers - Allocated Budget	710	E+M	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00	Budget
	Provider Marketing - Co-op Flyers - Used Budget	710	E+M	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Used
	Provider Marketing - Co-op Flyers - Remaining Budget	710	E+M	\$200.00	\$400.00	\$600.00	\$800.00	\$1,000.00	\$1,200.00	\$1,400.00	\$1,600.00	\$1,800.00	\$2,000.00	\$2,200.00	\$2,400.00	\$2,400.00	Remaining
8	Provider Marketing - Co-op Newspaper - Allocated Budget	710	E+M	\$0.00	\$7,600.00	\$0.00	\$0.00	\$1,300.00	\$0.00	\$0.00	\$1,300.00	\$0.00	\$0.00	\$7,600.00	\$0.00	\$17,800.00	Budget
	Provider Marketing - Co-op Newspaper - Used Budget	710	E+M	\$5,022.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,022.00	Used
	Provider Marketing - Co-op Newspaper - Remaining Budget	710	E+M	-\$5,022.00	\$2,578.00	\$2,578.00	\$2,578.00	\$3,878.00	\$3,878.00	\$3,878.00	\$5,178.00	\$5,178.00	\$5,178.00	\$12,778.00	\$12,778.00	\$12,778.00	Remaining
	8003 Advertising - Radio/TV																
1	Hispanic Test - Media - Allocated Budget	710	MBMG	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00	Budget
	Hispanic Test - Media - Used Budget	710	MBMG	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Used
	Hispanic Test - Media - Remaining Budget	710	MBMG	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	Remaining
2	Media 6-County - Allocated Budget	710	MBMG	\$300,625.00	\$254,375.00	\$185,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$185,000.00	\$300,625.00	\$254,375.00	\$254,375.00	\$1,734,375.00	Budget
	Media 6-County - Used Budget	710	MBMG	\$226,054.50	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$226,054.50	Used
	Media 6-County - Remaining Budget	710	MBMG	\$74,570.50	\$328,945.50	\$513,945.50	\$513,945.50	\$513,945.50	\$513,945.50	\$513,945.50	\$513,945.50	\$698,945.50	\$999,570.50	\$1,253,945.50	\$1,508,320.50	\$1,508,320.50	Remaining
3	Media San Diego - Allocated Budget	710	MBMG	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$131,250.00	\$213,281.00	\$180,469.00	\$180,469.00	\$705,469.00	Budget
	Media San Diego - Current Budget	710	MBMG	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Used
	Media San Diego - Remaining Budget	710	MBMG	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$131,250.00	\$344,531.00	\$525,000.00	\$705,469.00	\$705,469.00	Remaining
4	Medi-Medi Radio Advertising - Allocated Budget	710	TBD	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Budget
	Medi-Medi Radio Advertising - Used Budget	710	TBD	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Used
	Medi-Medi Radio Advertising - Remaining Budget	710	TBD	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Remaining
	8005 Advertising - Direct Mail																
1	Business Reply Card Processing - Allocated Budget	710	DAR	\$2,300.00	\$2,300.00	\$2,300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$2,300.00	\$2,300.00	\$2,300.00	\$15,600.00	Budget
	Business Reply Card Processing - Used Budget	710	DAR	\$0.00	\$1,741.60	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,741.60	Used
	Business Reply Card Processing - Remaining Budget	710	DAR	\$2,300.00	\$2,858.40	\$5,158.40	\$5,458.40	\$5,758.40	\$6,058.40	\$6,358.40	\$6,658.40	\$6,958.40	\$9,258.40	\$11,558.40	\$13,858.40	\$13,858.40	Remaining
2	Direct Mail Design Services - Allocated Budget	710	E+M	\$12,000.00	\$12,000.00	\$12,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,000.00	\$12,000.00	\$12,000.00	\$12,000.00	\$84,000.00	Budget
	Direct Mail Design Services - Used Budget	710	E+M	\$9,240.00	\$11,164.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20,404.00	Used
	Direct Mail Design Services - Remaining Budget	710	E+M	\$2,760.00	\$3,596.00	\$15,596.00	\$15,596.00	\$15,596.00	\$15,596.00	\$15,596.00	\$15,596.00	\$27,596.00	\$39,596.00	\$51,596.00	\$63,596.00	\$63,596.00	Remaining
3	Direct Mail Fulfillment Lettershop - Allocated Budget	710	Crestec	\$6,930.00	\$3,829.00	\$4,029.00	\$892.00	\$449.00	\$249.00	\$1,092.00	\$249.00	\$4,964.00	\$6,730.00	\$6,287.00	\$6,087.00	\$41,787.00	Budget
	Direct Mail Fulfillment Lettershop - Used Budget	710	Crestec	\$0.00	\$2,019.65	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,019.65	Used
	Direct Mail Fulfillment Lettershop - Remaining Budget	710	Crestec	\$6,930.00	\$8,739.35	\$12,768.35	\$13,660.35	\$14,109.35	\$14,358.35	\$15,450.35	\$15,699.35	\$20,663.35	\$27,393.35	\$33,680.35	\$39,767.35	\$39,767.35	Remaining
4	Direct Mail Lettershop - Allocated Budget	710	DAR	\$407,327.00	\$133,838.00	\$127,628.00	\$41,052.00	\$228.00	\$6,438.00	\$41,052.00	\$228.00	\$192,528.00	\$344,827.00	\$120,866.00	\$120,866.00	\$1,536,878.00	Budget
	Direct Mail Lettershop - Used Budget	710	DAR	\$88,859.66	\$125,113.68	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$213,973.34	Used
	Direct Mail Lettershop - Remaining Budget	710	DAR	\$318,467.34	\$327,191.66	\$454,819.66	\$495,871.66	\$496,099.66	\$502,537.66	\$543,589.66	\$543,817.66	\$736,345.66	\$1,081,172.66	\$1,202,038.66	\$1,322,904.66	\$1,322,904.66	Remaining
5	Direct Mail Printing - Allocated Budget	710	Various	\$386,367.00	\$75,329.00	\$71,819.00	\$29,640.00	\$156.00	\$3,666.00	\$29,640.00	\$156.00	\$143,481.00	\$236,665.00	\$103,669.00	\$103,669.00	\$1,184,257.00	Budget
	Direct Mail Printing - Used Budget	710	Various	\$111,250.30	\$11,422.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$122,672.30	Used
	Direct Mail Printing - Remaining Budget	710	Various	\$275,116.70	\$339,023.70	\$410,842.70	\$440,482.70	\$440,638.70	\$444,304.70	\$473,944.70	\$474,100.70	\$617,581.70	\$854,246.70	\$957,915.70	\$1,061,584.70	\$1,061,584.70	Remaining
6	Family and Friends Enrollment Card Printing - Allocated Budget	710	Crestec	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Budget
	Family and Friends Enrollment Card Printing - Used Budget	710	Crestec	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Used
	Family and Friends Enrollment Card Printing - Remaining Budget	710	Crestec	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Remaining
7	Family and Friends Lettershop - Allocated Budget	710	Crestec	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$1,440.00	Budget
	Family and Friends Lettershop - Used Budget	710	Crestec	\$1,019.28	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,019.28	Used
	Family and Friends Lettershop - Remaining Budget	710	Crestec	-\$899.28	-\$779.28	-\$659.28	-\$539.28	-\$419.28	-\$299.28	-\$179.28	-\$59.28	\$60.72	\$180.72	\$300.72	\$420.72	\$420.72	Remaining
8	Family and Friends Postage - Allocated Budget	710	Crestec	\$127.00	\$127.00	\$127.00	\$127.00	\$127.00	\$127.00	\$127.00	\$127.00	\$127.00	\$127.00	\$127.00	\$127.00	\$1,524.00	Budget
	Family and Friends Postage - Used Budget	710	Crestec	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	Used

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Cost Center	2008 GL Summary Report	Amount
710	<u>8001 Advertising - Newspaper</u>	
	Allocated Budget	\$125,800.00
	Used Budget	\$31,822.05
	Remaining Budget	\$93,977.95
710	<u>8003 Advertising - Radio/TV</u>	
	Allocated Budget	\$2,489,844.00
	Used Budget	\$226,054.50
	Remaining Budget	\$2,263,789.50
710	<u>8005 Advertising - Direct Mail</u>	
	Allocated Budget	\$3,080,686.00
	Used Budget	\$365,048.92
	Remaining Budget	\$2,715,637.08
710	<u>8006 Advertising - Newsletters</u>	
	Allocated Budget	\$136,000.00
	Used Budget	\$5,600.00
	Remaining Budget	\$130,400.00
710	<u>8007 Advertising - Production Fees</u>	
	Allocated Budget	\$1,014,000.00
	Used Budget	\$2,206.00
	Remaining Budget	\$1,011,794.00
710	<u>8008 Advertising - Postage & Mailing</u>	
	Allocated Budget	\$1,819,521.00
	Used Budget	\$507,536.68
	Remaining Budget	\$1,311,984.32
710	<u>8009 Advertising - Other</u>	
	Allocated Budget	\$166,900.00
	Used Budget	\$19,125.00
	Remaining Budget	\$147,775.00
710	<u>8101 Promotional Supplies</u>	
	Allocated Budget	\$306,000.00
	Used Budget	\$3,650.41
	Remaining Budget	\$302,349.59
710	<u>8102 Brochures, Handbooks, Literatures</u>	
	Allocated Budget	\$1,742,914.00
	Used Budget	\$52,414.53
	Remaining Budget	\$1,690,499.47
710	<u>8701 Consultants</u>	
	Allocated Budget	\$62,200.00
	Used Budget	\$30,940.00
	Remaining Budget	\$31,260.00
710	<u>8702 Management Fees</u>	
	Allocated Budget	\$462,000.00
	Used Budget	\$38,783.75
	Remaining Budget	\$423,216.25
710	<u>8716 Outside Services Expense</u>	
	Allocated Budget	\$53,500.00
	Used Budget	\$7,147.23
	Remaining Budget	\$46,352.77
740	<u>8716 Outside Services Expense</u>	
	Allocated Budget	\$1,158,040.00
	Used Budget	\$95,013.68
	Remaining Budget	\$1,063,026.32
740	<u>8701 Consultants</u>	
	Allocated Budget	\$0.00
	Used Budget	\$0.00
	Remaining Budget	\$0.00