

Advertising Objective Worksheet

Company or Product Name, time period (month, quarter or year)

Sales goals for ad campaign:	Number of	Purchases	Average	Total Sales
	customers	per cust.	purchase \$	Revenues
	1000	2	\$8	\$ 16,000.00

	Reach (# of prospects)	Percent responding	Percent of respondents who buy	Number of customers	Purchases per cust.	Average purchase \$	Revenues from Ad	Cost of Ad
Ad #1	250	10.0%	80.0%	20	1	\$39	\$ 780.00	\$ 250.00
Ad #2	500	5.0%	75.0%	19	1.2	\$ 39.00	\$ 877.50	\$ 800.00
Ad #3	3000	5.0%	75.0%	113	2	\$ 39.00	\$ 8,775.00	\$ 5,000.00
Ad #4	250	10.0%	80.0%	20	1	\$ 39.00	\$ 780.00	\$ 250.00
Ad #5	250	10.0%	80.0%	20	1	\$ 39.00	\$ 780.00	\$ 250.00
Ad #6	250	10.0%	80.0%	20	1	\$ 39.00	\$ 780.00	\$ 250.00
Ad #7	250	10.0%	80.0%	20	1	\$ 39.00	\$ 780.00	\$ 250.00
Ad #8	250	10.0%	80.0%	20	1	\$ 39.00	\$ 780.00	\$ 250.00
Ad #9	1000	2.0%	75.0%	15	2	\$ 39.00	\$ 1,170.00	\$ 1,000.00
Ad #10	500	5.0%	75.0%	19	1.1	\$ 39.00	\$ 804.38	\$ 800.00
Ad #11				0			\$ -	
Ad #12				0			\$ -	
Ad #13				0			\$ -	
Ad #14				0			\$ -	
Ad #15				0			\$ -	
Ad #16				0			\$ -	
Ad #17				0			\$ -	
Ad #18				0			\$ -	
Ad #19				0			\$ -	
Ad #20				0			\$ -	
Totals							\$ 16,306.88	\$ 9,100.00