

## Quest Specialty Travel Advertising Expenses

Sales Tax 8%

Type	Invoice Date	Invoice due	Placed with	Cost each	Quantity	Extended Cost	Sales Tax	Total	% of Total
Newspaper	1/1/2010	1/31/2010	Village Reader	\$72	5	\$362	\$30	\$392	1%
TV Sponsor	1/7/2010	2/6/2010	Food Network	\$250	15	\$3,750	\$315	\$4,065	7%
Podcasts	1/20/2010	2/19/2010	iPodAds	\$76	30	\$2,265	\$190	\$2,455	4%
TV commercials	1/1/2010	1/31/2010	Discovery Channel	\$1,054	4	\$4,218	\$355	\$4,572	8%
Web page ads	1/13/2010	2/12/2010	Advertising Concepts	\$0	230	\$40	\$3	\$43	0%
Magazine	1/7/2010	2/6/2010	Gourmet	\$101	12	\$1,211	\$102	\$1,313	2%
Pens	1/5/2010	2/4/2010	Mass Appeal, Inc.	\$0	250	\$31	\$3	\$33	0%
TV Sponsor	1/15/2010	2/14/2010	Food Network	\$250	15	\$3,750	\$315	\$4,065	7%
Sign	1/12/2010	2/11/2010	Advertising Concepts	\$102	20	\$2,037	\$171	\$2,209	4%
Newspaper	1/25/2010	2/24/2010	Village Reader	\$72	6	\$434	\$37	\$471	1%
Newspaper	2/1/2010	3/3/2010	University Voice	\$24	2	\$48	\$4	\$52	0%
T-Shirts	2/3/2010	3/5/2010	Mass Appeal, Inc.	\$6	200	\$1,134	\$95	\$1,229	2%
TV commercials	2/1/2010	3/3/2010	Discovery Channel	\$1,054	4	\$4,218	\$355	\$4,572	8%
Newspaper	3/1/2010	3/31/2010	University Voice	\$24	2	\$48	\$4	\$52	0%
Web page ads	2/28/2010	3/30/2010	Advertising Concepts	\$0	275	\$47	\$4	\$51	0%
Magazine	2/27/2010	3/29/2010	Gourmet	\$101	12	\$1,211	\$102	\$1,313	2%
Podcasts	2/22/2010	3/24/2010	iPod Ads	\$76	30	\$2,265	\$190	\$2,455	4%
TV Sponsor	2/1/2010	3/3/2010	Food Network	\$250	30	\$7,500	\$631	\$8,131	14%
Newspaper	2/25/2010	3/27/2010	Village Reader	\$72	6	\$434	\$37	\$471	1%
Web page ads	3/10/2010	4/9/2010	Advertising Concepts	\$0	275	\$47	\$4	\$51	0%
TV Sponsor	2/15/2010	3/17/2010	Food Network	\$250	25	\$6,250	\$526	\$6,776	12%
Pens	3/15/2010	4/14/2010	Mass Appeal, Inc.	\$0	250	\$31	\$3	\$33	0%
TV commercials	3/1/2010	3/31/2010	Discovery Channel	\$1,054	4	\$4,218	\$355	\$4,572	8%
Hats	3/20/2010	4/19/2010	Mass Appeal, Inc.	\$7	250	\$1,800	\$151	\$1,951	3%
Podcasts	3/20/2010	4/19/2010	iPod Ads	\$76	30	\$2,265	\$190	\$2,455	4%
Newspaper	4/1/2010	5/1/2010	University Voice	\$24	2	\$48	\$4	\$52	0%
Podcasts	4/10/2010	5/10/2010	iPod Ads	\$76	30	\$2,265	\$190	\$2,455	4%
Sign	3/28/2010	4/27/2010	Advertising Concepts	\$102	20	\$2,037	\$171	\$2,209	4%
				<b>\$5,173</b>	<b>2034</b>	<b>\$53,963</b>	<b>\$4,538</b>	<b>\$58,501</b>	<b>100%</b>

### Budgeted Advertising Expenses

Type	Monthly	Annual
Newspaper	\$4,600	\$55,200
TV Sponsor	\$7,000	\$84,000
Podcasts	\$2,000	\$24,000
TV commercials	\$10,000	\$120,000
Web page ads	\$1,000	\$12,000
Magazine	\$3,000	\$36,000
Pens	\$500	\$6,000
Hats	\$1,000	\$12,000
Sign	\$1,000	\$12,000
T-Shirts	\$2,000	\$24,000