



## Calculating the Annual Advertising Budget

Low End---10%

High End---12%

\_\_\_\_\_ Projected Annual Gross Sales \_\_\_\_\_

\_\_\_\_\_ Gross Sales x Percentage above= \_\_\_\_\_  
Cost of Exposure

\_\_\_\_\_ Multiply by average  
percentage markup \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Deduct Rent or Mortgage Payment \_\_\_\_\_

\_\_\_\_\_ Advertising Budget \_\_\_\_\_