

The 4-Step Ad Plan

Sample 4-Step Ad Plan Chart

Remember to first insert Forecasted Annual Sales from Step 1

MONTH	COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4
	Month's percentage of Contribution to Annual Sales (from Monthly Sales by Store Type or from company history)	Monthly Store Sales (Annual Sales x Column 1 figure)	Month's percentage of Annual Advertising Expenditures (from A/S Ratios chart) or from company history; this number should be the same for each month)	Monthly Advertising Expenditure (Column 2 x Column 3)
January 2006				
February 2006				
March 2006				
April 2006				
May 2006				
June 2006				
July 2006				
August 2006				
September 2006				
October 2006				
November 2006				
December 2006				
ANNUAL TOTALS	100%	\$	%	\$