

# 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				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				
<b>ANNUAL TOTALS</b>	<b>100%</b>	<b>\$</b>	<b>%</b>	<b>\$</b>