

MARKETING COSTS FOR YOUR BUSINESS

CATEGORY	Size/Run Time	Frequency	Cost per Unit	Total Cost	NOTES
Market Research					
Communications					
Brochures (Development & Production)					
Mailing Materials (postcards, flyers, etc.)					
Postage for Mailers					
Business Cards					
Radio					
Television					
Newspaper					
Magazine					
Outdoor (billboards, bus sides, benches, etc.)					
Online Ads					
Website Development					
Website Maintenance					
Networking					
Memberships					
Affiliations					
Subscriptions					
Sponsorships					
Promotions					
Giveaway Items					
Giveaway Products					
Product Discounts					
Special Offers					
Other					
TOTAL				0	