Sales targets or results

DISPLAY ADVERTISING

Frequency	*Publication*	*Annual outlay*	*Enquiries*	*Sales*	*Total Sales Value*	*Average Sale Value*	*Initial Return on Investment*	*Average Lifetime Value*	*Lifetime Return on Investment*
TOTALS									

CLASSIFIED ADVERTISING

Frequency	*Publication*	*Annual outlay*	*Enquiries*	*Sales*	*Total Sales Value*	*Average Sale Value*	*Initial Return on Investment*	*Average Lifetime Value*	*Lifetime Return on Investment*
TOTALS									

YELLOW PAGES

Frequency	*Publication*	*Annual outlay*	*Enquiries*	*Sales*	*Total Sales Value*	*Average Sale Value*	*Initial Return on Investment*	*Average Lifetime Value*	*Lifetime Return on Investment*
TOTALS									

OTHER

Frequency	*Publication*	*Annual outlay*	*Enquiries*	*Sales*	*Total Sales Value*	*Average Sale Value*	*Initial Return on Investment*	*Average Lifetime Value*	*Lifetime Return on Investment*
TOTALS									

TOTALS FOR ALL MEDIA									

Assumptions:

1. The average customer buys twice (hence "*2" in "Average Lifetime Value"). Adjust this if your business is different.