

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
Monthly	Office World	£2,000	200	10	£2,500	£250	25%	£500	150%
Quarterly	Business Today	£1,000	46	2	£850	£425	-15%	£850	70%
TOTALS		£3,000	246	12	£3,350	£279	12%	£558	123%

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
Weekly	Evening News	£500	30	2	£360	£180	-28%	£360	44%
TOTALS		£500	30	2	£360	£180	-28%	£360	44%

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
Annual	Yellow Pages								
Annual	Thomson Local								
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
Weekly	KLMN Radio Show								
TOTALS									

TOTALS FOR ALL MEDIA		£3,500	276	14	£3,710	£265	6%	£530	112%
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Assumptions:

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