

## SAMPLE CD MARKETING BUDGET

	Description	Low	Most Likely	High
<b>MUSIC REVENUE</b>				
<b>ALBUM</b>	<b>Physical Units sold:</b>	<b>500</b>	<b>750</b>	<b>1000</b>
	CD Sales (\$10/unit)	\$5,000	\$7,500	\$10,000
	<b>Digital Units sold:</b>	<b>250</b>	<b>500</b>	<b>750</b>
	Digital Sales (\$6.50/album)	\$1,625	\$3,250	\$4,875
<b>LIVE</b>	<b># Shows</b>	<b>36</b>	<b>48</b>	<b>72</b>
	Live Shows/Touring (Avg. \$200/show)	\$7,200	\$9,600	\$14,400
<b>Other</b>				
	Merchandise	\$500	\$1,000	\$2,000
	Licensing	\$0	\$250	\$500
	<b>TOTAL MUSIC REVENUE</b>	<b>\$14,325</b>	<b>\$21,600</b>	<b>\$31,775</b>
<b>MARKETING EXPENSES</b>				
<b>COST OF GOODS SOLD</b>				
	CD Replication (1000 units)	1,500	2,000	2,500
	Digital Download cards	0	100	200
	Mechanical Licenses	100	200	300
	Merchandise (Shirts etc.)	250	500	1,000
	<b>TOTAL COST OF GOODS SOLD</b>	<b>\$1,850</b>	<b>\$2,800</b>	<b>\$4,000</b>
<b>LIVE SHOWS/TOURING</b>				
	Posters	150	240	300
	Postage	50	100	200
	Food & Gas	1080	1440	2160
	Lodging	1200	1600	2400
	Conference & Festival Fees	0	250	500
	<b>TOTAL LIVE SHOWS/TOURING</b>	<b>\$2,480</b>	<b>\$3,630</b>	<b>\$5,560</b>
<b>MEDIA/PUBLICITY</b>				
	Publicist	1000	2000	3000
	Radio Promoter	1000	2000	3000
	Sonicbids EPK	0	50	100
	Physical Press Kits	50	150	250
	Postage	100	200	300
	Send Press release via Wire Service	100	200	300
	Advertising	0	250	500
	<b>TOTAL MEDIA/PUBLICITY</b>	<b>\$2,250</b>	<b>\$4,850</b>	<b>\$7,450</b>
<b>DISTRIBUTION</b>				
	Physical/In-Store (One Sheets etc.)	0	50	100
	Online CD	40	40	40
	Digital	0	50	50
	<b>TOTAL DISTRIBUTION</b>	<b>\$40</b>	<b>\$140</b>	<b>\$190</b>

<b>PROMOTIONAL MATERIALS</b>				
	Business cards	50	75	100
	Postcards	100	200	300
	Stickers	100	200	300
	Buttons/Pins	25	50	100
	<b>TOTAL PROMOTIONAL MATERIALS</b>	<b>\$275</b>	<b>\$525</b>	<b>\$800</b>
<b>WEBSITE &amp; E-MAIL</b>				
	Website Hosting	150	200	250
	E-mail List Management	0	75	150
	<b>TOTAL WEBSITE &amp; E-MAIL</b>	<b>\$150</b>	<b>\$275</b>	<b>\$400</b>
<b>PROFESSIONAL SERVICES</b>				
	Graphic Design	500	750	1000
	Web Design	500	750	1000
	Photo Shoot	500	750	1000
	Music Video	500	1000	2000
	Legal	500	500	1,000
	<b>TOTAL PROFESSIONAL SERVICES</b>	<b>\$2,500</b>	<b>\$3,750</b>	<b>\$6,000</b>
<b>MISCELLANEOUS</b>				
	Office Expenses	100	200	300
	<b>TOTAL MISCELLANEOUS</b>	<b>\$100</b>	<b>\$200</b>	<b>\$300</b>
	<b>TOTAL MARKETING EXPENSES</b>	<b>\$9,645</b>	<b>\$16,170</b>	<b>\$24,700</b>
	<b>NET PROFIT</b>	<b>\$4,680</b>	<b>\$5,430</b>	<b>\$7,075</b>

Courtesy of Dave Cool & MBS Business Media

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