BILLBOARD & OUTDOOR ADVERTISING BUDGET

Campaign Expense & Cost Tracking Template

Campaign Name:

Budget Period:

Prepared By:

Date:

EXPENSE CATEGORY / ITEM	LOCATION / DETAILS	EST. UNIT COST	QTY / DURATION	BUDGETED TOTAL	ACTUAL COST	VARIANCE
1. Media Buy & Space Rental						
2. Creative, Production & Printing						
3. Installation, Mounting & Removal						
4. Permits, Legal & Agency Fees						
Total Campaign Budget						

Notes & Comments