

PRINT AD CAMPAIGN BUDGET

Campaign Name _____

Budget Period _____

Project Manager _____

Date Created _____

TOTAL BUDGETED

TOTAL ACTUAL

REMAINING / VARIANCE

EXPENSE ITEM / DESCRIPTION	PUBLICATION / VENDOR	AD SIZE / FORMAT	RUN DATE	BUDGETED COST	ACTUAL COST	VARIANCE
Design & Pre-Press Production						
Media Placement / Advertising Space						
Distribution & Logistics (Inserts, Flyers, Direct Mail)						
Total						

Campaign Notes & Remarks

