

Newspaper & Magazine Ad Record

Promotional Medium: _____

Date: _____

Address		Ad Rates	Market
Phone Fax Ad Rep.		Display	NOTES:
		Display Class.	Circ. M Freq.
		Classified	Cash Disc. Agency Disc. %
		Full Page	Deadlines

P													
----------	--	--	--	--	--	--	--	--	--	--	--	--	--

P	Promotion Type of Ad	Key Position	Ad # Page #	Size Cost	GM Total Ad Cost	BE Insert Date	50% R.O.I. # of times	Actual R.O.I. 1st Order	NOTES Comments				
													\$
				\$	\$								T
	<i>Total Sales:</i>												
				\$				%					
				\$	\$								T
	<i>Total Sales:</i>												
				\$				%					
				\$	\$								T
	<i>Total Sales:</i>												
				\$				%					
				\$	\$								T
	<i>Total Sales:</i>												
				\$				%					
				\$	\$								T
	<i>Total Sales:</i>												
				\$				%					
				\$	\$								T
	<i>Total Sales:</i>												
				\$				%					
				\$	\$								T
	<i>Total Sales:</i>												

	\$	\$	
Total Responses	Total Sales	Profit	Notes