AMPLE CD MARKETING BUDGET					
	Description	Low	Most Likely	High	
MUSIC REVENUE					
ALBUM	Physical Units sold:	500	750	1000	
	CD Sales (\$10/unit)	\$5,000	\$7,500	\$10,000	
	Digital Units sold:	250	500	750	
	Digital Sales (\$6.50/album)	\$1,625	\$3,250	\$4,875	
	// OL				
LIVE	# Shows	36	48	72	
Other	Live Shows/Touring (Avg. \$200/show)	\$7,200	\$9,600	\$14,400	
Other	NA	<b>#</b> =00	¢4,000	<b>*</b> 0.000	
	Merchandise	\$500	\$1,000	\$2,000	
	Licensing	\$0	\$250	\$500	
	TOTAL MUSIC REVENUE	\$14,325	\$21,600	\$31,775	
MARKETING EXPENSES					
COST OF GOODS SOLD					
COST OF GOODS SOLD	CD Barliagtion (1000 unita)	1 500	2,000	2 500	
	CD Replication (1000 units)	1,500	2,000	2,500	
	Digital Download cards Mechanical Licenses	0 100	100 200	200	
		250	500	300	
	Merchandise (Shirts etc.) TOTAL COST OF GOODS SOLD	250 <b>\$1,850</b>	\$00 <b>\$2,800</b>	1,000 <b>\$4,000</b>	
		ψ1,000	ψ2,000	ψ-,000	
LIVE SHOWS/TOURING					
	Posters	150	240	300	
	Postage	50	100	200	
	Food & Gas	1080	1440	2160	
	Lodging	1200	1600	2400	
	Conference & Festival Fees	0	250	500	
	TOTAL LIVE SHOWS/TOURING	\$2,480	\$3,630	\$5,560	
MEDIA/PUBLICITY					
	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	
	TOTAL MEDIA/PUBLICITY	\$2,250	\$4,850	\$7,450	
DISTRIBUTION					
	Physical/In-Store (One Sheets etc.)	0	50	100	
	Online CD	40	40	40	
	Digital	0	50	50	
	TOTAL DISTRIBUTION	\$40	\$140	\$190	

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

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