

Month	Budget	Categories
January	\$ 1,000	Q1 YP; 1 postcard; 4 newspaper
February	\$ 200	4 newspaper
March	\$ 200	4 newspaper
April	\$ 1,000	Q2 YP; 4 newspaper; event promo
May	\$ 200	4 newspaper
June	\$ 200	4 newspaper
July	\$ 600	4 newspaper; event promo
August	\$ 1,100	Q3 YP; 1 postcard; event promo
September	\$ 200	4 newspaper
October	\$ 600	4 newspaper; event promo
November	\$ 1,100	4 newspaper; event promo; 1 postcard
December	\$ 1,000	Q4 YP; 4 newspaper; event promo
Total:	\$ 7,400	

Annual Budget: The Clothes Horse		
Month	Budget	Categories *
January	\$ 380	E-newsletter; Facebook; 1 blog post; 2 newspaper
February	\$ 380	E-newsletter; Facebook; 1 blog post; 2 newspaper
March	\$ 380	E-newsletter; Facebook; 1 blog post; 2 newspaper
April	\$ 500	E-newsletter; Facebook; 1 blog post + event promo
May	\$ 380	E-newsletter; Facebook; 1 blog post; 2 newspaper
June	\$ 380	E-newsletter; Facebook; 1 blog post; 2 newspaper
July	\$ 380	E-newsletter; Facebook; 1 blog post; 2 newspaper
August	\$ 500	E-newsletter; Facebook; 1 blog post + event promo
September	\$ 380	E-newsletter; Facebook; 1 blog post; 2 newspaper
October	\$ 380	E-newsletter; Facebook; 1 blog post; 2 newspaper
November	\$ 500	E-newsletter; Facebook; 1 blog post + event promo
December	\$ 500	E-newsletter; Facebook; 1 blog post + event promo
Total:	\$ 5,040	

*Costs based on hired content expert

