

E-Marketing Operating Expense Budget

For the Year: 2001

MANAGEMENT SALARIES

Titles or Names

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2001
Mary Johnson	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
Ralph Hudson	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	108,000
Ed Kramden	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	96,000
Lori Nunes	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000
Jim Smith	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000
Hank Edwards	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Kelly O'Leary	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
Ellen Franklin	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
John Fitzgerald	900	900	900	900	900	900	900	900	900	900	900	900	10,800
Total Management Salaries	\$50,900	\$50,900	\$50,900	\$50,900	\$50,900	\$50,900	\$50,900	\$50,900	\$50,900	\$50,900	\$50,900	\$50,900	\$610,800
% Of Total Budget	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	100.00%

SUPPORT SALARIES

George Herrel	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
Abraham Jackson	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
Jake Francis	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Jen Looker	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Nancy Shanon	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Jane Lenon	900	900	900	900	900	900	900	900	900	900	900	900	10,800
Larry Swanson	800	800	800	800	800	800	800	800	800	800	800	800	9,600
Mary Hartley	700	700	700	700	700	700	700	700	700	700	700	700	8,400
Sun Kim Lee	600	600	600	600	600	600	600	600	600	600	600	600	7,200
Lee Jones	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Total Support Salaries	\$18,500	\$18,500	\$18,500	\$18,500	\$18,500	\$18,500	\$18,500	\$18,500	\$18,500	\$18,500	\$18,500	\$18,500	\$222,000
% Of Total Budget	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	100.00%

OTHER OPERATIONAL EXPENSES

Cellular Phones	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Internet Access	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Web Site Operation and Maintenance	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000
Web Statistical Analysis Tools	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Dues & Subscriptions	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
E-mail List Rentals	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Messenger Service	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Office Supplies	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Operating Supplies	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Photocopy	600	600	600	600	600	600	600	600	600	600	600	600	7,200
Postage	700	700	700	700	700	700	700	700	700	700	700	700	8,400
Professional Services	600	600	600	600	600	600	600	600	600	600	600	600	7,200
Education & Training	700	700	700	700	700	700	700	700	700	700	700	700	8,400
Travel & Entertainment													
Air Fare	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Auto Rental	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Lodging	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
Meals	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Mileage	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Other	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Other	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Total Other Operational Expenses	\$21,400	\$21,400	\$21,400	\$21,400	\$21,400	\$21,400	\$21,400	\$21,400	\$21,400	\$21,400	\$21,400	\$21,400	\$256,800
% Of Total Budget	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	8.33%	100.00%

ALLOCATED INDIRECT EXPENSES

Rent	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000	\$6,000	\$7,000	\$8,000	\$9,000	\$10,000	\$11,000	\$12,000	\$78,000
Depreciation	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
Other	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Other	600	600	600	600	600	600	600	600	600	600	600	600	7,200
Other	700	700	700	700	700	700	700	700	700	700	700	700	8,400
Total Allocated Indirect Expenses	\$4,300	\$5,300	\$6,300	\$7,300	\$8,300	\$9,300	\$10,300	\$11,300	\$12,300	\$13,300	\$14,300	\$15,300	\$117,600
% Of Total Budget	3.66%	4.51%	5.36%	6.21%	7.06%	7.91%	8.76%	9.61%	10.46%	11.31%	12.16%	13.01%	100.00%

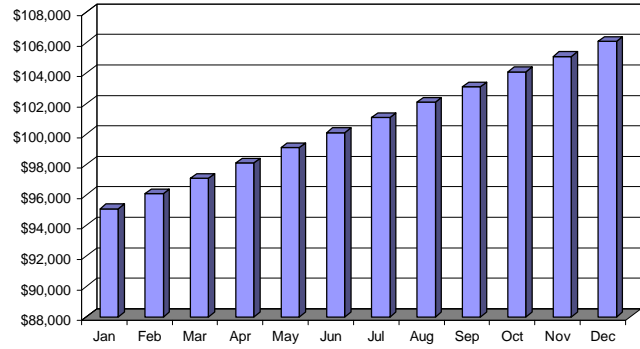
Total Marketing Operations Expense

	\$95,100	\$96,100	\$97,100	\$98,100	\$99,100	\$100,100	\$101,100	\$102,100	\$103,100	\$104,100	\$105,100	\$106,100	\$1,207,200
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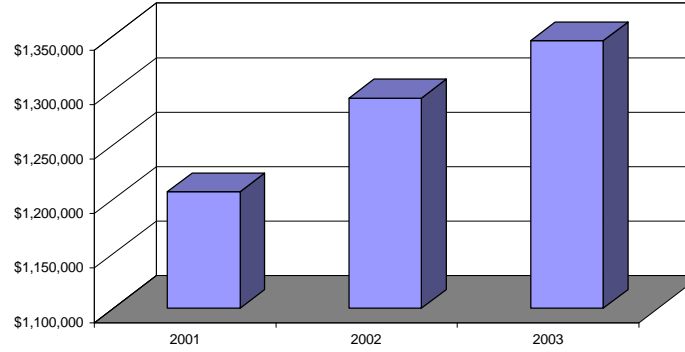
Quarterly E-Marketing Operating Expense Budget

	2001					2002					2003				
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
MANAGEMENT SALARIES															
<i>Titles or Names</i>															
Mary Johnson	\$30,000	\$30,000	\$30,000	\$30,000	\$120,000	\$30,300	\$30,603	\$30,909	\$31,218	\$123,030	\$31,530	\$31,846	\$32,164	\$32,486	\$128,026
Ralph Hudson	27,000	27,000	27,000	27,000	108,000	27,270	27,543	27,818	28,096	110,727	28,377	28,661	28,948	29,237	115,223
Ed Kramden	24,000	24,000	24,000	24,000	96,000	24,240	24,482	24,727	24,974	98,424	25,224	25,476	25,731	25,989	102,421
Lori Nunes	21,000	21,000	21,000	21,000	84,000	21,210	21,422	21,636	21,853	86,121	22,071	22,292	22,515	22,740	89,618
Jim Smith	18,000	18,000	18,000	18,000	72,000	18,180	18,362	18,545	18,731	73,818	18,918	19,107	19,298	19,491	76,815
Hank Edwards	15,000	15,000	15,000	15,000	60,000	15,150	15,302	15,455	15,609	61,515	15,765	15,923	16,082	16,243	64,013
Kelly O'Leary	12,000	12,000	12,000	12,000	48,000	12,120	12,241	12,364	12,487	49,212	12,612	12,738	12,866	12,994	51,210
Ellen Franklin	3,000	3,000	3,000	3,000	12,000	3,030	3,060	3,091	3,122	12,303	3,153	3,185	3,216	3,249	12,803
John Fitzgerald	2,700	2,700	2,700	2,700	10,800	2,727	2,754	2,782	2,810	11,073	2,838	2,866	2,895	2,924	11,522
Total Management Salaries	\$152,700	\$152,700	\$152,700	\$152,700	\$610,800	\$154,227	\$155,769	\$157,327	\$158,900	\$626,223	\$160,489	\$162,094	\$163,715	\$165,352	\$651,651
<i>% Of Total Budget</i>	25.00%	25.00%	25.00%	25.00%	100.00%	24.63%	24.87%	25.12%	25.37%	100.00%	24.63%	24.87%	25.12%	25.37%	100.00%
SUPPORT SALARIES															
George Herrel	\$15,000	\$15,000	\$15,000	\$15,000	\$60,000	\$15,150	\$15,302	\$15,455	\$15,609	\$61,515	\$15,765	\$15,923	\$16,082	\$16,243	\$64,013
Abraham Jackson	12,000	12,000	12,000	12,000	48,000	12,120	12,241	12,364	12,487	49,212	12,612	12,738	12,866	12,994	51,210
Jake Francis	9,000	9,000	9,000	9,000	36,000	9,090	9,181	9,273	9,365	36,909	9,459	9,554	9,649	9,746	38,408
Jen Looker	6,000	6,000	6,000	6,000	24,000	6,060	6,121	6,182	6,244	24,606	6,306	6,369	6,433	6,497	25,605
Nancy Shanon	3,000	3,000	3,000	3,000	12,000	3,030	3,060	3,091	3,122	12,303	3,153	3,185	3,216	3,249	12,803
Jane Lenon	2,700	2,700	2,700	2,700	10,800	2,727	2,754	2,782	2,810	11,073	2,838	2,866	2,895	2,924	11,522
Larry Swanson	2,400	2,400	2,400	2,400	9,600	2,424	2,448	2,473	2,497	9,842	2,522	2,548	2,573	2,599	10,242
Mary Hartley	2,100	2,100	2,100	2,100	8,400	2,121	2,142	2,164	2,185	8,612	2,207	2,229	2,251	2,274	8,962
Sun Kim Lee	1,800	1,800	1,800	1,800	7,200	1,818	1,836	1,855	1,873	7,382	1,892	1,911	1,930	1,949	7,682
Lee Jones	1,500	1,500	1,500	1,500	6,000	1,515	1,530	1,545	1,561	6,152	1,577	1,592	1,608	1,624	6,401
Total Support Salaries	\$55,500	\$55,500	\$55,500	\$55,500	\$222,000	\$56,055	\$56,616	\$57,182	\$57,754	\$227,606	\$58,331	\$58,914	\$59,504	\$60,099	\$236,847
<i>% Of Total Budget</i>	25.00%	25.00%	25.00%	25.00%	100.00%	24.63%	24.87%	25.12%	25.37%	100.00%	24.63%	24.87%	25.12%	25.37%	100.00%
OTHER OPERATIONAL EXPENSES															
Cellular Phones	\$600	\$600	\$600	\$600	\$2,400	\$606	\$612	\$618	\$624	\$2,461	\$631	\$637	\$643	\$650	\$2,561
Internet Access	300	300	300	300	1,200	303	306	309	312	1,230	315	318	322	325	1,280
Web Site Operation and Maintenance	30,000	30,000	30,000	30,000	120,000	30,300	30,603	30,909	31,218	123,030	31,530	31,846	32,164	32,486	128,026
Web Statistical Analysis Tools	6,000	6,000	6,000	6,000	24,000	6,060	6,121	6,182	6,244	24,606	6,306	6,369	6,433	6,497	25,605
Dues & Subscriptions	3,000	3,000	3,000	3,000	12,000	3,030	3,060	3,091	3,122	12,303	3,153	3,185	3,216	3,249	12,803
E-mail List Rentals	1,500	1,500	1,500	1,500	6,000	1,515	1,530	1,545	1,561	6,152	1,577	1,592	1,608	1,624	6,401
Messenger Service	1,500	1,500	1,500	1,500	6,000	1,515	1,530	1,545	1,561	6,152	1,577	1,592	1,608	1,624	6,401
Office Supplies	1,500	1,500	1,500	1,500	6,000	1,515	1,530	1,545	1,561	6,152	1,577	1,592	1,608	1,624	6,401
Operating Supplies	1,500	1,500	1,500	1,500	6,000	1,515	1,530	1,545	1,561	6,152	1,577	1,592	1,608	1,624	6,401
Photocopy	1,800	1,800	1,800	1,800	7,200	1,818	1,836	1,855	1,873	7,382	1,892	1,911	1,930	1,949	7,682
Postage	2,100	2,100	2,100	2,100	8,400	2,121	2,142	2,164	2,185	8,612	2,207	2,229	2,251	2,274	8,962
Professional Services	1,800	1,800	1,800	1,800	7,200	1,818	1,836	1,855	1,873	7,382	1,892	1,911	1,930	1,949	7,682
Education & Training	2,100	2,100	2,100	2,100	8,400	2,121	2,142	2,164	2,185	8,612	2,207	2,229	2,251	2,274	8,962
Travel & Entertainment															
Air Fare	3,000	3,000	3,000	3,000	12,000	3,030	3,060	3,091	3,122	12,303	3,153	3,185	3,216	3,249	12,803
Auto Rental	1,200	1,200	1,200	1,200	4,800	1,212	1,224	1,236	1,249	4,921	1,261	1,274	1,287	1,299	5,121
Lodging	3,000	3,000	3,000	3,000	12,000	3,030	3,060	3,091	3,122	12,303	3,153	3,185	3,216	3,249	12,803
Meals	1,500	1,500	1,500	1,500	6,000	1,515	1,530	1,545	1,561	6,152	1,577	1,592	1,608	1,624	6,401
Mileage	900	900	900	900	3,600	909	918	927	937	3,691	946	955	965	975	3,841
Other	300	300	300	300	1,200	303	306	309	312	1,230	315	318	322	325	1,280
Other	600	600	600	600	2,400	606	612	618	624	2,461	631	637	643	650	2,561
Total Other Operational Expenses	\$64,200	\$64,200	\$64,200	\$64,200	\$256,800	\$64,842	\$65,490	\$66,145	\$66,807	\$263,285	\$67,475	\$68,150	\$68,831	\$69,519	\$273,975
<i>% Of Total Budget</i>	25.00%	25.00%	25.00%	25.00%	100.00%	24.63%	24.87%	25.12%	25.37%	100.00%	24.63%	24.87%	25.12%	25.37%	100.00%
ALLOCATED INDIRECT EXPENSES															
Rent	\$6,000	\$15,000	\$24,000	\$33,000	\$78,000	\$33,330	\$33,663	\$34,000	\$34,340	\$135,333	\$34,683	\$35,030	\$35,380	\$35,734	\$140,828
Depreciation	4,500	4,500	4,500	4,500	18,000	4,545	4,590	4,636	4,683	18,455	4,730	4,777	4,825	4,873	19,204
Other	1,500	1,500	1,500	1,500	6,000	1,515	1,530	1,545	1,561	6,152	1,577	1,592	1,608	1,624	6,401
Other	1,800	1,800	1,800	1,800	7,200	1,818	1,836	1,855	1,873	7,382	1,892	1,911	1,930	1,949	7,682
Other	2,100	2,100	2,100	2,100	8,400	2,121	2,142	2,164	2,185	8,612	2,207	2,229	2,251	2,274	8,962
Total Allocated Indirect Expenses	\$15,900	\$24,900	\$33,900	\$42,900	\$117,600	\$43,329	\$43,762	\$44,200	\$44,642	\$175,933	\$45,088	\$45,539	\$45,995	\$46,455	\$183,077
<i>% Of Total Budget</i>	13.52%	21.17%	28.83%	36.48%	100.00%	24.63%	24.87%	25.12%	25.37%	100.00%	24.63%	24.87%	25.12%	25.37%	100.00%
Total Marketing Operations Expense	\$288,300	\$297,300	\$306,300	\$315,300	\$1,207,200	\$318,453	\$321,638	\$324,854	\$328,102	\$1,293,047	\$331,383	\$334,697	\$338,044	\$341,425	\$1,345,550

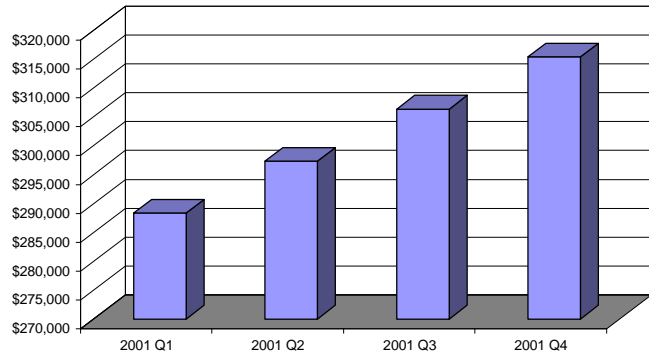
Year 1 Total Marketing Operations Expense



Year 1 through 3 Total Marketing Operations Expense



Year 1 Total Marketing Operations Expense by Quarter



Year 1 through 3 Total Marketing Operations Expense by Quarter

