

Marketing Budget

Work out your marketing budget:

£5 000 000 - (your building costs _____ + two weeks of running costs _____) = _____

Here are your advertising options and costs:

Discuss your advertising choices with your business partners and circle all the advertising methods you are going to invest in. Just make sure you don't go over budget!

Print

National tabloid newspaper (five daily editions) = £50 000

National 'lads mag' Totalled (three issues) = £15 000

National children's comic Bonzo (three issues) = £10 000



Billboard

Nationwide campaign of five hundred billboard posters in different UK cities in prominent locations = £20 000



Radio

National radio advert (repeated regularly over one month) = £25 000

Local radio advert (repeated regularly over one month) = £10 000



Internet Web Banner

Promoted link on top search engine Geegle (1 month) = £10 000

Promoted link on the social media site Smilebook (1 month) = £10 000



Television

Primetime national main channel advert (repeated three times a day for a month) = £150 000

National cable channels advert (repeated ten times a day over a variety of channels for one month) = £50 000

National children's advert (repeated ten times a day over a month) = £35 000



