

SAMPLE MUSIC MARKETING BUDGET			
	Description	Projected	Actual
REVENUE			
MUSIC	CD Sales	200	
		\$2,000.00	
	Vinyl Sales	60	
		\$1,200.00	
	Digital Sales	200	
		\$1,670.00	
	Streaming	\$50.00	
	Publishing Royalties	\$200.00	
	Digital Royalties	\$200.00	
	Licensing	\$500.00	
	YouTube	\$50.00	
LIVE	# Shows	40	
		\$8,000.00	
MERCH		\$800.00	
OTHER			
	Crowdfunding	\$5,000.00	
	Day Job / Teaching	\$2,000.00	
	TOTAL REVENUE	\$21,670	\$0
EXPENSES			
COST OF MUSIC & MERCH			
	Recording / Mixing / Mastering	5000	
	CD Replication (300 units)	900	
	Vinyl (100 units)	1000	
	Digital Distribution	30	
	Digital Download Cards	50	
	Merchandise (Shirts, etc.)	500	
	TOTAL COST OF MUSIC & MERCH	\$7,480	\$0
LIVE SHOWS			
	Rehearsal Space	1200	
	Equipment	500	
	Posters / Flyers	150	
	Postage	50	
	Food & Gas	1200	
	Lodging	1200	
	Conference & Festival Fees	500	
	TOTAL LIVE SHOWS	\$4,800	\$0
PUBLICITY/PROMOTION			
	Graphic Design	500	
	Photo Shoot	1000	
	Website	200	
	Publicist	1500	
	Music Videos	2000	
	Ads	500	
	TOTAL PUBLICITY/PROMOTION	\$5,700	\$0
	TOTAL EXPENSES	\$17,980	\$0
	NET PROFIT	\$3,690	\$0
	COURTESY OF: www.BANDZOOGL.com		