

Marketing Expenses by Category

Book Title: **Are We There Yet?**

	<u>Likely</u>	<u>Best</u>	<u>Worst</u>
Publicity			
ARCs, Galleys	\$50.00	\$75.00	\$75.00
Mailing Expenses	\$50.00	\$75.00	\$75.00
Outside Publicist	\$0.00	\$0.00	\$0.00
Comp Copies	\$50.00	\$75.00	\$75.00
Other	\$300.00	\$300.00	\$300.00
Advertising			
Co-op	\$0.00	\$0.00	\$0.00
PW Announcemt Issue	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$0.00	\$0.00
Point of Purchase	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$0.00	\$0.00
Total Marketing	<u>\$450.00</u>	<u>\$525.00</u>	<u>\$525.00</u>