

**Handouts for 5 Year Business Plan
PMA-U 2007
Presenter, Marion Gropen**

Historic Pattern of Spending on New Titles

Timing, w/respect to pub date	Fraction of Plant Spent	Fraction of Advance Due	PPB Spent	Marketing Budget
signing		33.33%		
acceptance		33.33%		
6 mos pre	20.00%			
5 mos pre	20.00%			10.00%
4 mos pre	30.00%			
3 mos pre	20.00%			15.00%
2 mos pre	10.00%			
1 month pre	10.00%		75.00%	25.00%
pub date		33.33%		25.00%
1-3 mos after			25.00%	25.00%