

Advertising and One-Time Purchases

		Typical Amounts per year	Average Monthly	
Advertising	Brochures	guide to pt	1,000	\$83.33
		misc	300	\$25.00
	Special program	brochure	1,000	\$83.33
		flyer	1,000	\$83.33
		pc	1,000	\$83.33
	Special prog 2	brochure	1,000	\$83.33
		flyer	1,000	\$83.33
		pc	1,000	\$83.33
	Special prog 3	brochure	0	\$0.00
		flyer	0	\$0.00
		pc	0	\$0.00
	Posters		300	\$25.00
	Signage	General	1,000	\$83.33
		Posters	0	\$0.00
		Electrical	1,000	\$83.33
	Internet		1,200	\$100.00
	Yellow pages		500	\$41.67
	Newspaper		2,400	\$200.00
	Mailers		1,000	\$83.33
	Thank you		300	\$25.00
Birthdays		300	\$25.00	
Seasonal		500	\$41.67	
	Subtotal	15,800	\$1,316.67	
Printing Items	Registration form	200	\$16.67	
	Fee slips	200	\$16.67	
	PT orders	200	\$16.67	
	Pt Roles	200	\$16.67	
	Subtotal	800	\$66.67	
Equipment	Clinical	1,000	\$83.33	
	Office	1,000	\$83.33	
	Subtotal	2,000	\$166.67	
GRAND TOTAL		\$18,600.00	\$1,550	