

RAMSEY RESIDENT		CITY OF RAMSEY			
Profit & Loss Statement		Outsourced Advertiser: Wheels of Thunder			
	<u>Mar/Apr Issue</u>	<u>May/June Issue</u>	<u>Jul/Aug Issue</u>	<u>Sept/Oct Issue</u>	
Revenues					
Gross Sales	\$ 3,976.00	\$ 3,912.00	\$ 4,069.50	\$ 4,069.50	
Less Wheels of Thunder Share (50%)	<u>(1,988.00)</u>	<u>(1,956.00)</u>	<u>(2,034.75)</u>	<u>(2,034.75)</u>	
Total Revenue	<u>1,988.00</u>	<u>1,956.00</u>	<u>2,034.75</u>	<u>2,034.75</u>	
Expenditures					
Labor	466.63	370.79	529.72	556.27	
Postage	1,352.22	-	1,432.53	-	
Outsourced Printing	4,225.00	4,540.51	1,019.00	3,776.50	
Total Expenditures	<u>6,043.85</u>	<u>4,911.30</u>	<u>2,981.25</u>	<u>4,332.77</u>	
Net Profit/loss	<u>\$ (4,055.85)</u>	<u>\$ (2,955.30)</u>	<u>\$ (946.50)</u>	<u>\$ (2,298.02)</u>	
NOTES					
Number of ads sold	11.00	10.00	11.00	11.00	

RAMSEY RESIDENT		CITY OF RAMSEY			
ESTIMATED Profit & Loss Statement		Outsourced Advertiser: Frugal Shopper			
	<u>Mar/Apr Issue</u>	<u>May/June Issue</u>	<u>Jul/Aug Issue</u>	<u>Sept/Oct Issue</u>	
Revenues					
Gross Sales*	\$ 7,229.00	\$ 7,432.00	\$ 7,398.50	\$ 7,398.50	
Less Frugal Share (50%)	<u>(3,614.50)</u>	<u>(3,716.00)</u>	<u>(3,699.25)</u>	<u>(3,699.25)</u>	
Total Revenue	<u>3,614.50</u>	<u>3,716.00</u>	<u>3,699.25</u>	<u>3,699.25</u>	
Expenditures					
Labor	466.63	370.79	529.72	556.27	
Postage	1,352.22	-	1,432.53	-	
Outsourced Printing	4,225.00	4,540.51	1,019.00	3,776.50	
Total Expenditures	<u>6,043.85</u>	<u>4,911.30</u>	<u>2,981.25</u>	<u>4,332.77</u>	
Net Profit/loss	<u>\$ (2,429.35)</u>	<u>\$ (1,195.30)</u>	<u>\$ 718.00</u>	<u>\$ (633.52)</u>	

RAMSEY RESIDENT		CITY OF RAMSEY			
ESTIMATED Profit & Loss Statement		Outsourced Advertiser: Prime Advertising & Design			
	<u>Mar/Apr Issue</u>	<u>May/June Issue</u>	<u>Jul/Aug Issue</u>	<u>Sept/Oct Issue</u>	
Revenues					
Gross Sales*	\$ 7,229.00	\$ 7,432.00	\$ 7,398.50	\$ 7,398.50	
Less Prime Share (80%)	<u>(5,783.20)</u>	<u>(5,945.60)</u>	<u>(5,918.80)</u>	<u>(5,918.80)</u>	
Total Revenue	<u>1,445.80</u>	<u>1,486.40</u>	<u>1,479.70</u>	<u>1,479.70</u>	
Expenditures					
Outsourced Services	<u>6,827.00</u>	<u>5,457.00</u>	<u>6,827.00</u>	<u>5,457.00</u>	
Total Expenditures	<u>6,827.00</u>	<u>5,457.00</u>	<u>6,827.00</u>	<u>5,457.00</u>	
Net Profit/loss	<u>\$ (5,381.20)</u>	<u>\$ (3,970.60)</u>	<u>\$ (5,347.30)</u>	<u>\$ (3,977.30)</u>	

* Estimated by dividing current sales revenue by current number of ads and multiplying estimated additional ads sold (9 to 10 additional ads per issue)