

### Checklist

Marketing or Ad Medium	Monthly Budget	Annual Budget (if not monthly)	Description of Medium and Effectiveness if measured
Yellow Pages			
Online Banner Ads			
TV Spots			
Radio Ads			
Flyers			
Postcard Mailings			
Google Adwords			
Print Ads			
Additional Print Ad			
Additional Print Ad			

Marketing or Ad Medium	Monthly Budget	Annual Budget (if not monthly)	Description of Medium and Effectiveness if measured
Direct Mail			
Trade shows or Seminars			
Signage			
Cards, Brochures			
Sponsorships ie. ball teams, golf outings, etc			
Other			
Other			
Other			
Other			
Other			