

# Newspaper & Magazine Ad Record

Promotional Medium: \_\_\_\_\_

Date: \_\_\_\_\_

Address		<b>Ad Rates</b>	Market		
Phone Fax Ad Rep.		Display		NOTES:	
		Display Class.		Circ.	M Freq.
		Classified		Cash Disc.	Agency Disc. %
		Full Page		Deadlines	

<b>P</b>													
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P	Promotion Type of Ad	Key Position	Ad # Page #	Size Cost	GM Total Ad Cost	BE Insert Date	50% R.O.I. # of times	Actual R.O.I. 1st Order	NOTES Comments	
				\$	\$					T
	<i>Total Sales:</i>									
				\$				%		
				\$	\$					T
	<i>Total Sales:</i>									
				\$				%		
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	<i>Total Sales:</i>									
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	<i>Total Sales:</i>									
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				\$	\$					T
	<i>Total Sales:</i>									

	\$	\$	
<b>Total Responses</b>	<b>Total Sales</b>	<b>Profit</b>	<b>Notes</b>