

What	Where
TV ad	On BBC
Newspaper	Sun and Times
Magazine	Holiday Magazines
Billboard	London and New York
Bus poster (4 weeks)	London and New York
Website	Online

Money left before advertising advertising
224305.50

Price estimated (£)	Actual Price For One (£)	Number
100.00	3000.00	5
100.00	158.98	52
200.00	200.38	52
500.00	1500.00	10
1000.00	200.00	430
0.00	0.00	1

Estimated Overall Price (£)	Actual Overall Price For One (£)
1900.00	5059.36

Overall cost (£)
15000.00
8266.96
10419.76
15000.00
86000.00
0.00

Overall Cost (£)
134686.72

Money Left After Advertising
89618.78