

Music Marketing Budget Plan

SAMPLE CD MARKETING BUDGET				
	Description	Low	Most Likely	High
MUSIC REVENUE				
ALBUM	Physical Units sold:	500	750	1000
	CD Sales (\$10/unit)	\$5,000	\$7,500	\$10,000
	Digital Units sold:	250	500	750
	Digital Sales (\$6.50/album)	\$1,625	\$3,250	\$4,875
LIVE	# Shows	36	48	72
	Live Shows/Touring (Avg. \$200/show)	\$7,200	\$9,600	\$14,400
Other				
	Merchandise	\$500	\$1,000	\$2,000
	Licensing	\$0	\$250	\$500
TOTAL MUSIC REVENUE		\$14,325	\$21,600	\$31,775
MARKETING EXPENSES				
COST OF GOODS SOLD				
	CD Replication (1000 units)	1,500	2,000	2,500
	Digital Download cards	0	100	200
	Mechanical Licenses	100	200	300
	Merchandise (Shirts etc.)	250	500	1,000
TOTAL COST OF GOODS SOLD		\$1,850	\$2,800	\$4,000
LIVE SHOWS/TOURING				
	Posters	150	240	300
	Postage	50	100	200
	Food & Gas	1080	1440	2160
	Lodging	1200	1600	2400
	Conference & Festival Fees	0	250	500
TOTAL LIVE SHOWS/TOURING		\$2,480	\$3,630	\$5,560
MEDIA/PUBLICITY				
	Publicist	1000	2000	3000
	Radio Promoter	1000	2000	3000
	Sonicbids EPK	0	50	100
	Physical Press Kits	50	150	250
	Postage	100	200	300
	Send Press release via Wire Service	100	200	300
	Advertising	0	250	500
TOTAL MEDIA/PUBLICITY		\$2,250	\$4,850	\$7,450
DISTRIBUTION				
	Physical/In-Store (One Sheets etc.)	0	50	100
	Online CD	40	40	40
	Digital	0	50	50
TOTAL DISTRIBUTION		\$40	\$140	\$190