

# Cash flow forecast

Magazine title: \_\_\_\_\_

Project title: \_\_\_\_\_

Project dates: From 2002-04-01 To 2003-03-31  
 Government fiscal year: From 2002-04-01 To 2003-03-31

Expenditures by budget item	April 2002	May	June	July	August	September	October	November	December	January 2003	February	March
<b>Total cost</b>												
* indicates non-eligible expenses												
** indicates in-kind expenses												
<b>Equipment, supplies, printing</b>	<b>\$12,800</b>											
Portable booth purchase for shows	\$2,900											
Purchase of computers, scanners, printers *	\$9,900											
<b>Marketing and promotion</b>	<b>\$20,330</b>											
Design and production of media package for advertisers (quote from marketing company) ** \$1,000 in-kind	\$3,670	\$1,670										
List purchases: ABC Mag (5,450), XYZ Mag (4,340), LAMN Mag (5,200)	\$14,990	\$5,450	\$4,340	\$5,200								
<b>Professional fees</b>	<b>\$0</b>											
<b>Salaries, wages and benefits directly associated with the project</b>	<b>\$14,200</b>											
Casual labour for preparing inserts and media packages for mailing, stuffing envelopes, address labelling, mailing envelopes, general sorting, data entry (600 hours x \$12) **	\$7,200			\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$600
Salaries for two staff for each trade show (3 shows @ \$300 x 2 employees) **	\$1,800	\$600			\$600							
Creation, set-up and maintenance of project database for duration of project (200 hours x \$26)	\$5,200	\$1,300	\$1,300	\$1,300								
<b>Training for staff directly related to the project</b>	<b>\$0</b>											
<b>Economy class travel, accommodation, meals</b>	<b>\$6,900</b>											
April 2002: ABC Trade show, Michigan (transportation 2,000; hotel 800; meals 500)	\$3,300	\$3,300										
July 2002: XYZ Trade show, Winnipeg (transportation 1,000; hotel 500; meals 300)	\$1,800				\$1,800							
February 2003: GHI Trade show, Toronto (transportation 1,000; hotel 500; meals 300)	\$1,800											\$1,800
<b>Other costs</b>	<b>\$1,000</b>											
Postage for mailing of packages	\$750				\$750							
Long-distance calls	\$250	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
<b>Totals</b>	<b>\$55,230</b>	<b>\$17,770</b>	<b>\$12,370</b>	<b>\$7,450</b>	<b>\$4,050</b>	<b>\$950</b>	<b>\$900</b>	<b>\$950</b>	<b>\$900</b>	<b>\$950</b>	<b>\$900</b>	<b>\$2400</b>
<b>Funding Sources</b>												
Canada Magazine Fund	\$17,665	\$3,435	\$2,820	\$3,275	\$1,275	\$25		\$25		\$25		\$900
Business Development Bank of Canada (equipment)	\$4,500											
Marketing Company	\$1,000											
Publishing firm (in-kind)	\$9,000	\$600	\$0	\$900	\$1,500	\$900	\$900	\$900	\$900	\$900	\$900	\$600
Publishing firm (cash)	\$23,065	\$8,835	\$2,820	\$3,275	\$1,275	\$25		\$25		\$25		\$900
<b>Totals</b>	<b>\$55,230</b>	<b>\$17,770</b>	<b>\$12,370</b>	<b>\$7,450</b>	<b>\$4,050</b>	<b>\$950</b>	<b>\$900</b>	<b>\$950</b>	<b>\$900</b>	<b>\$950</b>	<b>\$900</b>	<b>\$2,400</b>