

<u>Revenue/Expense</u>	<b>2018</b>			<b>2017</b>	
<b>Gross Revenues</b>					
<b>4000 - Gross Revenue</b>	<b>\$ 1,897,462.00</b>	<b>100%</b>	<b>\$ 1,765,442.00</b>	<b>100%</b>	
4010.01 - Media	\$ 328,923.00	17%	\$ 287,651.00	16%	
4010.02 - Strategy	\$ 901,301.00	48%	\$ 823,183.00	48%	
4010.03 - Broadcast Prod	\$ 87,292.00	5%	\$ 172,163.00	10%	
4010.04 - Digital Production	\$ 296,335.00	16%	\$ 265,325.00	15%	
4010.05 - Research	\$ 42,985.00	2%	\$ 75,236.00	4%	
4010.06 - PR	\$ 156,933.00	8%	\$ 74,391.00	4%	
4010.07 - Reimbursed COGS	\$ 37,821.00	2%	\$ 28,775.00	2%	
4010.08 - Misc. Income	\$ 45,872.00	2%	\$ 38,718.00	2%	
<b>Total Revenue</b>	<b>\$ 1,897,462.00</b>	<b>100%</b>	<b>\$ 1,765,442.00</b>	<b>100%</b>	
					%
<b>Cost of Goods</b>					
<b>5000- Cost of Goods</b>	<b>\$483,287.00</b>	<b>24%</b>	<b>\$ 433,822.00</b>	<b>25%</b>	
5010.01 - Broadcast media	\$104,328.00	22%	\$ 86,572.00	20%	
5010.02 - Digital media	\$129,373.00	27%	\$ 138,755.00	32%	
5010.03 - Production costs	\$56,238.00	12%	\$ 43,825.00	10%	
5010.04 - Photography	\$21,834.00	5%	\$ 24,975.00	6%	
5010.05 - Printing/Repro	\$17,745.00	4%	\$ 19,362.00	4%	
5010.06 - Client travel	\$7,459.00	2%	\$ 5,425.00	1%	
5010.07 - Contract Labor	\$86,523.00	18%	\$ 74,299.00	17%	
5010.08 - Software/Tools	\$20,000.00	4%	\$ 15,000.00	3%	
5010.09 - Web Dev	\$39,787.00	8%	\$ 25,609.00	6%	
<b>Total COGS</b>	<b>\$483,287.00</b>		<b>\$ 433,822.00</b>		
<b>AGI</b>	<b>\$1,414,175.00</b>	<b>76%</b>	<b>\$ 1,331,620.00</b>	<b>75%</b>	
<b>AGI</b>	<b>\$1,414,175.00</b>	<b>100%</b>	<b>\$ 1,331,620.00</b>	<b>100%</b>	
<b>Expenses</b>					
<b>6000 - Expenses</b>	<b>\$1,131,340.00</b>	<b>80%</b>	<b>\$ 1,065,296.00</b>	<b>80%</b>	
<b>6100 - Our People</b>	<b>\$622,237.00</b>	<b>55%</b>	<b>\$ 585,913.00</b>	<b>55%</b>	
6101 - Salaries non billable	\$84,885.00	14%	\$ 82,575.00	14%	
6102 - Salaries billable	\$339,542.00	55%	\$ 316,776.00	54%	
6013 - Salaries - Owner	\$128,000.00	21%	\$ 125,000.00	21%	
6104 - Payroll taxes	\$23,634.00	4%	\$ 21,821.00	4%	
6105 - Insurance - workers comp	\$2,876.00	0%	\$ 2,438.00	0%	
6106 - Insurance - health	\$22,845.00	4%	\$ 19,553.00	3%	
6107 - Insurance - disability	\$2,500.00	0%	\$ 2,300.00	0%	
6108 - 401K Employer match	\$17,955.00	3%	\$ 15,450.00	3%	
<b>Total People</b>	<b>\$622,237.00</b>	<b>55%</b>	<b>\$ 585,913.00</b>	<b>55%</b>	

<b>6200 - Overhead</b>	<b>\$ 353,543.75</b>	<b>25%</b>	<b>\$ 332,905.00</b>	<b>25%</b>
6201 - Rent	\$ 104,506.50	30%	\$ 107,411.00	32%
6202 - Phone	\$ 4,327.00	1%	\$ 3,678.00	1%
6203 - Internet	\$ 6,329.00	2%	\$ 5,821.00	2%
6204 - Utilities	\$ 4,325.00	1%	\$ 4,225.00	1%
6205 - Repairs	\$ 575.00	0%	\$ 400.00	0%
6206 - Travel - Air	\$ 18,500.00	5%	\$ 17,200.00	5%
6207 - Travel - Lodging	\$ 2,125.00	1%	\$ 1,975.00	1%
6208 - Travel - Meals	\$ 3,600.00	1%	\$ 2,775.00	1%
6209 - Mileage	\$ 1,290.00	0%	\$ 975.00	0%
6210 - Employee Events	\$ 3,675.25	1%	\$ 2,875.00	1%
6211 - Dues/Subscriptions	\$ 10,875.00	3%	\$ 9,750.00	3%
6212 - Postage/Shipping	\$ 2,430.00	1%	\$ 2,545.00	1%
6213 - Supplies	\$ 15,986.00	5%	\$ 14,975.00	4%
6214 - Charity	\$ 20,000.00	6%	\$ 15,000.00	5%
6215 - Prof Dev	\$ 45,000.00	13%	\$ 38,000.00	11%
6216 - Attorney Fees	\$ 12,500.00	4%	\$ 18,750.00	6%
6217 - Accounting Fees	\$ 19,750.00	6%	\$ 18,000.00	5%
6218 - Client gifts	\$ 18,750.00	5%	\$ 16,500.00	5%
6219 - Biz dev	\$ 35,500.00	10%	\$ 32,575.00	10%
6220 - Taxes/Licenses	\$ 2,500.00	1%	\$ 1,975.00	1%
6221 - Auto	\$ 18,000.00	5%	\$ 15,000.00	5%
6222 - Depreciation	\$ 3,000.00	1%	\$ 2,500.00	1%
<b>Total Overhead</b>	<b>\$ 353,543.75</b>		<b>\$ 332,905.00</b>	
<b>Net Ordinary Income</b>	<b>\$282,835.00</b>	<b>20%</b>	<b>\$ 266,324.00</b>	<b>20%</b>
<b>Other Expenses</b>				
<b>7000 - Other Expenses</b>	<b>\$200,775.00</b>	<b>14%</b>	<b>\$ 174,500.00</b>	<b>13%</b>
7010 - Fed Taxes	\$21,000.00	10%	\$ 18,000.00	10%
7020 - State Taxes	\$3,775.00	2%	\$ 3,500.00	2%
7030 - Owner Dividends	\$120,000.00	60%	\$ 108,000.00	62%
7040 - Employee Bonuses	\$56,000.00	28%	\$ 45,000.00	26%
<b>Total Other Expenses</b>	<b>\$200,775.00</b>	<b>14%</b>	<b>\$ 174,500.00</b>	<b>13%</b>
<b>Net Income</b>	<b>\$82,060.00</b>	<b>6%</b>	<b>\$ 91,824.00</b>	<b>7%</b>