

ADVERTISING SALES FOR YEARBOOK PROFIT ANALYSIS REPORT

EXPECTED COLLECTIONS				
Size of Ad	No. of Ads Printed in Publication	X	Selling Price	Expected Collections
			Subtotal	\$ _____
			Total from page 2	\$ _____
			GRAND TOTAL	\$ _____

ACTUAL COLLECTIONS		
Date	Cash Receipt Number	Amount
		Subtotal
		\$ _____
		Total from page 3
		\$ _____
		GRAND TOTAL
		\$ _____

ANALYSIS	
Expected collections	\$ _____
Less: actual collections	\$ _____
Overage/shortage*	\$ _____
*Sponsor should provide explanation for any variance	

EXPECTED COLLECTIONS				
Size of Ad	No. of Ads Printed in Publication	X	Selling Price	Expected Collections
TOTAL (THIS PAGE)			\$	

