

9. BUDGETING

9.1. Budgeting untuk Above The Line Promotion

Tabel 5. ATL Budgeting

ATL				
Newspaper				
BISNIS INDONESIA	2 kolo m	x 60mm	26 kali tayang senin sd sabtu	Rp12,100,000
KOMPAS (Bisnis & Keuangan)	9000 0/mm k	x 810mmk	1 kali tayang	Rp72,900,000
				Rp85,000,000
Radio (adlibs)				
PAS FM				
Bulan	Jam	Spot (detik)	Banyak	Total
Februari	adlibs	30	30	Rp15,000,000
Maret	adlibs	30	30	Rp15,000,000
April	adlibs	30	20	Rp10,000,000
				Rp40,000,000
SUARA SURABAYA				
Bulan	Jam	Spot (detik)	Banyak	Total
Februari	adlibs	30	30	Rp18,000,000
Maret	adlibs	30	30	Rp18,000,000
April	adlibs	30	20	Rp12,000,000
				Rp48,000,000
Magazine				
SWA		.1/2 PAGE	190 x 127 mm	Rp11,000,000

MARKETING		.1/2 Hal.Dalam Horizontal Trimmed	190 x 127 mm	Rp10,500,000
				Rp21,500,000
<i>Website khusus</i>				
Designer	Rp25 0,000	x	1 orang	Rp250,000
Sewa domain	Rp. 2500 00	x	0.5 tahun	Rp125,000
			Total	Rp375,000
		TOTAL ATL		Rp194,875,000

9.2. Budgeting untuk Bellow The Line Promotion

Tabel 6. BTL Budgeting

BTL				
	Rp. 11.000	x	150 buah	Rp1,650,000
Kalender meja (4 poin)	Rp. 15.000	x	150 buah	Rp2,250,000
rompi koboi (5 poin)	Rp. 20.000	x	150 buah	Rp3,000,000
Mug (4 poin)	Rp. 17.500	x	150 buah	Rp2,625,000
			Total	Rp9,525,000
<i>Newsletter and Sawadika Magazine</i>				
Newsletter stand	Rp. 200.000	x	1 buah	Rp200,000
Sawadika Magazine	Rp. 8.000	x	150 eksemplar	Rp1,200,000
			Total	Rp1,400,000
<i>Direct Mail</i>				
Brosur A4	Rp. 250	x	2000 buah	Rp500,000
Kartu Ucapan	Rp. 1000	x	50 buah	Rp50,000
Voucher ulang tahun	RP. 100000	x	50 orang	Rp550,000
			Total	Rp1,100,000
<i>Member card</i>				
Member card	Rp. 5000	x	150 buah	Rp750,000

<i>BCC Community</i>				
Glass bowl	Rp. 50000	x	1 buah	Rp50,000
Catalog BCC	Rp. 25000	x	2 buah	Rp50,000
			Total	Rp100,000
<i>Join Promo</i>				
Sponsorship	Rp. 50000000	x	3 kali	Rp15,000,000
			TOTAL BTL	Rp27,875,000

9.3. Total Budget untuk kampanye produk

Tabel 7. Total Budgeting

BUDGETING NATIONAL			
ATL			Rp194,875,000
BTL	Rp27,875,000	x 11	Rp306,625,000
		TOTAL BUDGET	Rp501,500,000