



Clift Land Auctions

SAMPLE MARKETING BUDGET

<u>Category</u>	<u>Qty</u>	<u>Each</u>	<u>Extension</u>
<u>Typical Printed Collateral</u>			
Printing Brochures			\$ -
Postage			\$ -
PIP			\$ -
Lender Lunch Mailing			\$ -
Posters			\$ -
<i>Total Brochures</i>			\$ -
<u>Typical Print Media</u>			
Lubbock AJ			\$ -
Amarillo Globe News			\$ -
Hansford Co Reporter			\$ -
Guymon Daily Herald			\$ -
Perryton Herald			\$ -
Livestock Weekly			\$ -
High Plains Journal			\$ -
Moore Co News			\$ -
Pampa News			\$ -
<i>Total Print Media</i>			\$ -
<u>Typical Electronic Media</u>			
Clift Land Auction			\$ -
Clift Land Brokers			\$ -
National Auctioneers Assoc.			\$ -
Texas Auctioneers Assoc.			\$ -
Oklahoma Auctioneers Assoc.			\$ -
Eblast			\$ -
Lands of America / LoopNet			\$ -
Mailing Lists			\$ -
<i>Total Electronic Media</i>			\$ -
<u>Signs</u>			
Advertising Signs			\$ -
Tract & Well Signs			\$ -
<i>Total Signs</i>			\$ -
<u>Miscellaneous</u>			
Aerial Photography			\$ -
GPS Service, Mapping			\$ -
Auction Day Expenses (Venue, Equip Rental, etc)			\$ -
Lender Lunch			\$ -
Information Meetings			\$ -
<i>Total Miscellaneous</i>			\$ -
Total Advertising Budget:			\$ -
Marketing Deposit from Seller:			

This marketing budget is only an estimate. Clift Land Auctions, LP has the right to make reasonable additions or subtractions to this budget as it deems necessary to maintain an effective marketing strategy.