

## Special Fees Request for 2005-2006

	<b>Total</b>	<b>Requested</b>
Line Item 5000		
Printing Cost	\$182,981.35	\$ 38,000.00
Line Item 6130		
Distribution - Labor	\$ 67,960.21	\$ 11,000.00
<b>TOTAL</b>	<b>\$250,941.56</b>	<b>\$49,000.00</b>

### The Stanford Daily Publishing Corporation Fiscal Year 2006 Projected Operating Budget

	<b>FY 2006 PROJECTED</b>	<b>FY 2005 PROJECTED</b>	<b>FY 2004 Actual</b>	<b>FY 2003 Actual</b>
<b>BUDGET SUMMARY</b>				
Total Revenue	\$ 1,178,094.00	\$ 1,178,094.00	\$ 906,631.00	\$ 919,631.00
Total Expenses	\$ 1,075,700.00	\$ 1,075,700.00	\$ 872,569.00	\$ 847,115.00
Net Income	\$ 102,394.00	\$ 102,394.00	\$ 34,062.00	\$ 72,516.00
Total Assets			\$ 557,230.00	\$ 523,168.00
<b>FULL BUDGET</b>				
<b>DISPLAY SALES</b>				
Display--Local	\$ 619,194.86	\$ 619,194.86	\$ 506,852.00	\$ 533,033.00
Display--Sports				\$ -
Display--Special	\$ 44,427.43	\$ 44,427.43	\$ 31,282.00	\$ 36,678.00
Nationals	\$ 276,988.84	\$ 276,988.84	\$ 149,544.00	\$ 166,414.00
Insertions	\$ 20,513.95	\$ 20,513.95	\$ 21,530.00	\$ 4,187.00
Color	\$ 15,068.50	\$ 15,068.50	\$ 9,200.00	\$ 12,045.00
<b>Total Display Sales</b>	<b>\$ 976,193.58</b>	<b>\$ 976,193.58</b>	<b>\$ 718,408.00</b>	<b>\$ 752,357.00</b>
<b>OTHER SALES</b>				
Other Advertising Revenue	\$ 52,252.14	\$ 52,252.14	\$ 23,377.00	\$ 196.00
Classified Contracts			\$ 660.00	\$ 3,404.00
Classified Walk-In	\$ 32,203.31	\$ 32,203.31	\$ 44,340.00	\$ 35,183.00
Subscription Revenue	\$ 5,800.00	\$ 5,800.00	\$ 5,880.00	\$ 6,176.00
Trustee Subscription Revenue	\$ 3,645.00	\$ 3,645.00	\$ 3,645.00	\$ 3,228.00

SU Delivery Revenue	\$ 55,000.00	\$ 55,000.00	\$ 55,000.00	\$ 53,000.00
<b>ASSU Fee Revenue</b>	<b>\$ 49,000.00</b>	<b>\$ 49,000.00</b>	<b>\$ 49,358.00</b>	<b>\$ 50,205.00</b>
Finance Charge Revenue				\$ -
Cash Over/Short				\$ -
Misc. Income	\$ 4,000.00	\$ 4,000.00	\$ 4,641.00	\$ 3,831.00
<b>Total Other Sales</b>	<b>\$ 201,900.45</b>	<b>\$ 201,900.45</b>	<b>\$ 186,901.00</b>	<b>\$ 155,223.00</b>
<b>GROSS SALES</b>	<b>\$ 1,178,094.02</b>	<b>\$ 1,178,094.02</b>	<b>\$ 905,309.00</b>	<b>\$ 907,580.00</b>
<b>Sales Returns and Discounts</b>	<b>\$ (2,500.00)</b>	<b>\$ (2,500.00)</b>	<b>\$ (2,240.00)</b>	<b>\$ (6,183.00)</b>
<b>NET SALES</b>	<b>\$ 1,175,594.02</b>	<b>\$ 1,175,594.02</b>	<b>\$ 903,069.00</b>	<b>\$ 913,763.00</b>
<b>COST OF GOODS SOLD</b>				
Printing Cost	\$ 182,981.35	\$ 182,981.35	\$ 173,403.00	\$ 229,504.00
Typesetting Cost	\$ 25,000.00	\$ 25,000.00	\$ 44,112.00	\$ 50,771.00
Ad Setting Cost	\$ 28,000.00	\$ 28,000.00	\$ 27,415.00	\$ 26,197.00
Misc. Production Cost			\$ 75.00	\$ 75.00
<b>Total Cost of Goods Sold</b>	<b>\$ 235,981.35</b>	<b>\$ 235,981.35</b>	<b>\$ 245,005.00</b>	<b>\$ 306,547.00</b>
<b>GROSS PROFIT ON SALES</b>	<b>\$ 939,612.68</b>	<b>\$ 939,612.68</b>	<b>\$ 658,064.00</b>	<b>\$ 607,216.00</b>
<b>SELLING EXPENSES</b>				
Subscription Wages	\$ 7,500.00	\$ 7,500.00		\$ -
Subscription Postage Expense	\$ 12,152.97	\$ 12,152.97	\$ 5,629.00	\$ 6,543.00
Misc. Subscription Expense				\$ -
Display Ad Commission	\$ 63,171.53	\$ 63,171.53	\$ 9,045.00	\$ 1,823.00
Display Ad Bonus	\$ 18,000.00	\$ 18,000.00	\$ 11,800.00	\$ 11,050.00
Display Ad Salaries	\$ 33,000.00	\$ 33,000.00	\$ 58,885.00	\$ 56,667.00
Display Ad Wages	\$ 44,000.00	\$ 44,000.00	\$ 9,116.00	\$ 7,750.00
Display Ad Promotions				\$ -
Display Ad Staff Meetings	\$ 3,500.00	\$ 3,500.00	\$ 1,246.00	\$ 1,901.00
Display Ad Office Supplies	\$ 150.00	\$ 150.00		\$ -
Display Ad Telephone Expense	\$ 2,386.54	\$ 2,386.54	\$ 2,496.00	\$ 3,085.00

Display Ad Copy Expense	\$ 500.00	\$ 500.00	\$ 1,484.00	\$ 1,655.00
Display Ad Misc. Expense	\$ 200.00	\$ 200.00	\$ 195.00	\$ 611.00
Classified Ad Misc. Expense				\$ 26.00

<b>Total Selling Expense</b>	\$ 184,561.04	\$ 184,561.04	\$ <b>99,896.00</b>	\$ <b>91,111.00</b>
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**EDITORIAL DEPT EXPENSES**

Editorial Salaries	\$ 22,500.00	\$ 22,500.00	\$ 25,604.00	\$ 24,400.00
Editorial Contractor				\$ -
Volume Awards/Writer Contractor	\$ 27,500.00	\$ 27,500.00	\$ 23,865.00	\$ 25,575.00
Photographer Contractor				\$ -
Graphic Artist Contractor/Wages				\$ 1,126.00
Edit Wages	\$ 100,000.00	\$ 100,000.00	\$ 22,850.00	\$ 21,390.00
Editorial Bonus			\$ -	\$ -
Reviewing Expense	\$ 1,500.00	\$ 1,500.00	\$ 1,427.00	\$ 1,616.00
Photo Travel Expense			\$ 687.00	\$ 502.00
Photo Supplies	\$ 2,500.00	\$ 2,500.00	\$ 2,174.00	\$ 2,326.00
Wire Service Expense	\$ 2,000.00	\$ 2,000.00	\$ 2,850.00	\$ 9,973.00
Features Expense	\$ 400.00	\$ 400.00	\$ 356.00	\$ 1,724.00
Publications Subscription Expense	\$ 900.00	\$ 900.00	\$ 76.00	\$ 399.00
Editorial Telephone Expense	\$ 2,386.54	\$ 2,386.54	\$ 2,496.00	\$ 3,085.00
Editorial Meetings Expense	\$ 10,000.00	\$ 10,000.00	\$ 12,990.00	\$ 7,213.00
Editorial Seminars				\$ 41.00
Banquets and Activities Expense	\$ 7,000.00	\$ 7,000.00	\$ 3,723.00	\$ 2,484.00
Editorial Travel Expense	\$ 15,000.00	\$ 15,000.00	\$ 7,732.00	\$ 18,065.00
Editorial Office Expense	\$ 300.00	\$ 300.00	\$ 261.00	\$ 429.00
Editorial Copy Expense	\$ 2,500.00	\$ 2,500.00	\$ 2,315.00	\$ 1,856.00
Misc. Editorial Expense	\$ 1,200.00	\$ 1,200.00	\$ 999.00	\$ 1,886.00

<b>Total Edit Dept. Expense</b>	\$ 195,686.54	\$ 195,686.54	\$ <b>110,405.00</b>	\$ <b>124,090.00</b>
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**BUSINESS DEPT EXPENSES**

Distribution Labor	\$ 67,960.21	\$ 67,960.21	\$ 49,596.00	\$ 38,140.00
Distribution Equipment Expense	\$ 2,000.00	\$ 2,000.00	\$ 1,686.00	\$ 4,796.00
Misc. Distribution Expense	\$ 1,500.00	\$ 1,500.00	\$ 150.00	\$ 331.00

Business Salaries	\$ 35,000.00	\$ 35,000.00	\$ 38,000.00	\$ 87,802.00
Business Wages	\$ 34,412.00	\$ 34,412.00	\$ 34,412.00	\$ 29,972.00
Business Bonus	\$ 10,000.00	\$ 10,000.00	\$ 5,800.00	\$ 7,700.00
Business Telephone Expense	\$ 2,800.00	\$ 2,800.00	\$ 811.00	\$ 1,208.00
Business Office Supplies	\$ 400.00	\$ 400.00	\$ 398.00	\$ 132.00
Business Printing	\$ 3,500.00	\$ 3,500.00	\$ 325.00	\$ 148.00
Business Copy Expense	\$ 100.00	\$ 100.00	\$ 349.00	\$ 47.00
Business Meetings	\$ 300.00	\$ 300.00	\$ 1,797.00	\$ 1,100.00
Misc. Business Expense	\$ 3,000.00	\$ 3,000.00	\$ 506.00	\$ 89.00
<b>Total Business Dept. Expense</b>	\$ 160,972.21	\$ 160,972.21	\$ 133,830.00	\$ 171,465.00
<b>ADMINISTRATIVE EXPENSES</b>				
Payroll Tax Expense	\$ 31,732.49	\$ 31,732.49	\$ 29,706.00	\$ 29,700.00
Medical/Fringe Benefits	\$ 9,000.00	\$ 9,000.00	\$ 6,089.00	\$ 9,268.00
Other Employee Benefits	\$ 3,000.00	\$ 3,000.00	\$ 3,007.00	\$ 2,860.00
Accounting/Legal Expense	\$ 43,000.00	\$ 43,000.00	\$ 42,278.00	\$ 7,000.00
Computer Expense	\$ 70,000.00	\$ 70,000.00	\$ 19,023.00	\$ 6,639.00
General Office Supplies	\$ 6,000.00	\$ 6,000.00	\$ 2,070.00	\$ 1,856.00
General Postage Expense	\$ 3,000.00	\$ 3,000.00	\$ 3,055.00	\$ 3,639.00
Bank Service Charge	\$ 1,400.00	\$ 1,400.00	\$ 1,313.00	\$ 891.00
Credit Card Fees	\$ 8,000.00	\$ 8,000.00	\$ 6,909.00	\$ 5,228.00
Bad Debt Expense			\$ 966.00	\$ 6,065.00
Utilities Expense	\$ 4,250.00	\$ 4,250.00	\$ 4,244.00	\$ 3,704.00
Janitorial/Maintenance Expense	\$ 1,000.00	\$ 1,000.00	\$ 1,590.00	\$ 496.00
Office Equip./Rental & Repairing	\$ 5,500.00	\$ 5,500.00	\$ 5,636.00	\$ 4,630.00
Insurance Expense	\$ 38,467.87	\$ 38,467.87	\$ 27,366.00	\$ 19,803.00
Misc. Taxes	\$ 5,500.00	\$ 5,500.00	\$ 5,343.00	\$ 2,057.00
Interest Expense				\$ -
Misc. Administration Expense	\$ 8,000.00	\$ 8,000.00	\$ 3,877.00	\$ 4,648.00
<b>Total Administrative Expense</b>	\$ 237,850.36	\$ 237,850.36	\$ 162,472.00	\$ 108,484.00
Depreciation Expense	\$ 49,729.00	\$ 49,729.00	\$ 48,877.00	\$ 44,211.00
<b>Total Operating Expenses</b>	\$ 828,799.15	\$ 828,799.15	\$ 555,480.00	\$ 539,361.00

<b>NET PROFIT ON SALES</b>	<b>\$ 149,394.43</b>	<b>\$ 149,394.43</b>	<b>\$ 102,584.00</b>	<b>\$ 67,855.00</b>
Total Gain/Loss on Asset Disposal	\$ -	\$ -	\$ 18,805.00	
<b>OTHER INCOME AND EXPENSES</b>				
Total Other Income	\$ 3,000.00	\$ 3,000.00	\$ 2,731.00	\$ 4,397.00
Other Expenses/Contributions	\$ (50,000.00)	\$ (50,000.00)	\$ 50,000.00	\$ 763.00
<b>Net Other Income And Expenses</b>	<b>\$ (47,000.00)</b>	<b>\$ (47,000.00)</b>	<b>\$ 47,269.00</b>	<b>\$ 3,634.00</b>
<b>NET INCOME</b>	<b>\$ 102,394.43</b>	<b>\$ 102,394.43</b>	<b>\$ 36,510.00</b>	<b>\$ 71,489.00</b>