

Mod 5 OD Budget Quiz

Name: Key

The following questions are based on maintaining a sound yearbook budget.

Use the information below to complete the Budget Addendum and answer the questions below.

School B

400 Copies/192 Pages/ Contract price \$26,800

Shipping of Books Included

Expenses:

Food/Pizza	\$300
One Day Virtual Fall workshop	\$500
Summer Virtual Workshop	\$1,000
Replace Computer/Screen	\$1,000
Yearbook Banquet	\$1,000
Two New Cameras/Accessories	\$1,200
Faculty Thank You Social	\$800
Items for Mr. and Miss Pageant	\$500

Revenue:

Yearbook Sales Projections	
Back to School Sale	100 books at \$60.00
Fall Sale	100 books at \$65.00
January Sell	100 books at \$70.00
End of year Sale	50 books at \$80.00
Personal Ads	20 1/8-page ads at \$60 each 15 ¼ page ads at \$100 each 17 ½ page ads at \$150.00 each 14 Full Page Ads at \$250.00
Business Ads	\$3,000.00
Photography Revenue	\$2,000.00
Mr. and Miss B Pageant	\$1,500.00

Quiz:

1. Complete the Budget Addendum (30 Points)
2. Answer the following questions. (10 points each)
 - a. What is the price per book? Hint: Divide the total expenses of the book (contract, shipping, and or taxes) by the number of copies.

\$67.00 per book

- b. Do you think what the school is charging for their book is correct? Explain

Yes, they are charging two different sales below the price of the book and the other two are above. It looks like their book sales are really good. \$23,500 in yearbook sales and contract is \$26,800. If they could sell the other 50 books then their book sales would equal in the contract price. Good job.

- c. What is the price per page in the school's yearbook? Hint: Divide the contract price by the number of pages to get the cost per page.

\$139.58 or \$139.59 per page

- d. If an ad page should pay for that page in the yearbook plus at least one more page in the yearbook, is your school charging enough for each of their ads? Explain.

1/8 page

1/8 page at \$60.00. $8 \times \$60.00 = \480.00

Per page cost plus one other: $\$139.58 + \$139.58 = \$279.16$

Yes, 1/8 of page is a great revenue for the staff. Paying for page plus 2 1/2 more.

- e. If an ad page should pay for that page in the yearbook plus at least one more page in the yearbook, is your school charging enough for each of their ads? Explain.

1/4 page

1/4 page \$100. $4 \times \$100 = \400.00

Per page cost plus one other: $\$139.58 + \$139.58 = \$279.16$

Yes 1/4 of page is paying for that page plus almost two more pages.

- f. If an ad page should pay for that page in the yearbook plus at least one more page in the yearbook, is your school charging enough for each of their ads? Explain.

1/2 page

1/2 page is \$150.00. $2 \times \$150.00 = \300.00

Per page cost plus one other: $\$139.58 + \$139.58 = \$279.16$

Yes they are still good. Just barely making the second page by \$21.00

- g. If an ad page should pay for that page in the yearbook plus at least one more page in the yearbook, is your school charging enough for each of their ads? Explain.

Full page

Full Page is \$250.00. $1 \times \$250.00 = \250.00

Per page cost plus one other: $\$139.58 + \$139.58 = \$279.16$

No, they are not making their goal. They are short \$29.16 but at least the ad is paying for that one page.

Total Points: _____