

**STRATFOR**  
**Budget vs. Actuals: 533 - Individual Sales**  
 January - September, 2011

	Sep 2011				YTD				Comments
	Actual	Budget	\$ Over Budget	% of Budget	Actual	Budget	\$ Over Budget	% of Budget	
<b>Expenses</b>									
<b>60000 Sal/Ben</b>									
60100 Labor	16,787.52	20,170.00	(3,382.48)	83.23%	143,306.43	181,343.00	(38,036.57)	79.03%	
60400 Ins- Medical	1,848.17		1,848.17		14,898.27	-	14,898.27		
60500 Ins- Dental	164.86		164.86		1,671.69	-	1,671.69		
60600 Ins- Disability	87.45		87.45		752.64	-	752.64		
60700 Ins- Vision	49.12		49.12		481.66	-	481.66		
60800 Payroll Taxes	1,585.39		1,585.39		13,096.20	-	13,096.20		
60950 Salary and Benefits - Other	140.00		140.00		695.00	-	695.00		
<b>Total 60000 Sal/Ben</b>	<b>20,662.51</b>	<b>20,170.00</b>	<b>492.51</b>	<b>102.44%</b>	<b>174,901.89</b>	<b>181,343.00</b>	<b>(6,441.11)</b>	<b>96.45%</b>	
<b>63000 T&amp;E</b>									
63990 Other Travel		300.00	(300.00)	0.00%	-	2,700.00	(2,700.00)	0.00%	
63995 Reimbursable Travel		-	-		-	-	-		
<b>Total 63000 T&amp;E</b>	<b>-</b>	<b>300.00</b>	<b>(300.00)</b>	<b>0.00%</b>	<b>-</b>	<b>2,700.00</b>	<b>(2,700.00)</b>	<b>0.00%</b>	
<b>64000 Facilities</b>									
64550 Cellular Phone			-		300.00	-	300.00		
<b>Total 64000 Facilities</b>	<b>-</b>	<b>-</b>	<b>-</b>		<b>300.00</b>	<b>-</b>	<b>300.00</b>		
<b>67000 Marketing</b>									
67100 Advertising		28.00	(28.00)	0.00%	969.19	252.00	717.19	384.60%	
67200 Handouts Design/Production		1,750.00	(1,750.00)	0.00%	-	15,750.00	(15,750.00)	0.00%	
67300 Packaging and Document Design		6,625.00	(6,625.00)	0.00%	-	59,625.00	(59,625.00)	0.00%	
67500 Email Marketing	7,458.43		7,458.43		14,916.86	-	14,916.86		Eloqua
67800 Seminars/Focus Groups	595.00	250.00	345.00	238.00%	595.00	2,250.00	(1,655.00)	26.44%	
67900 Lead Generation		200.00	(200.00)	0.00%	-	1,800.00	(1,800.00)	0.00%	
67950 Trade Shows		100.00	(100.00)	0.00%	-	900.00	(900.00)	0.00%	
67990 Marketing - Other		100.00	(100.00)	0.00%	-	900.00	(900.00)	0.00%	
<b>Total 67000 Marketing</b>	<b>8,053.43</b>	<b>9,053.00</b>	<b>(999.57)</b>	<b>88.96%</b>	<b>16,481.05</b>	<b>81,477.00</b>	<b>(64,995.95)</b>	<b>20.23%</b>	
<b>76000 Other Op Exp</b>									
77200 Books & Subscriptions			-		789.03	-	789.03		
77500 Registration Fees		250.00	(250.00)	0.00%	-	2,250.00	(2,250.00)	0.00%	
<b>Total 76000 Other Op Exp</b>	<b>-</b>	<b>250.00</b>	<b>(250.00)</b>	<b>0.00%</b>	<b>789.03</b>	<b>2,250.00</b>	<b>(1,460.97)</b>	<b>35.07%</b>	
<b>Total Expenses</b>	<b>28,715.94</b>	<b>29,773.00</b>	<b>(1,057.06)</b>	<b>96.45%</b>	<b>192,471.97</b>	<b>267,770.00</b>	<b>(75,298.03)</b>	<b>71.88%</b>	

**STRATFOR**  
**Profit & Loss Detail**  
September 2011

	<u>Date</u>	<u>Num</u>	<u>Name</u>	<u>Memo/Description</u>	<u>Amount</u>
Ordinary Income/Expense					
Expenses					
60000 Sal/Ben					
60100 Labor					
	09/15/2011	fj-09152011		Payroll entry for pay period of 9/15/2011	8,393.76
	09/30/2011	fj-09302011		Payroll entry for pay period of 9/30/2011	8,393.76
<b>Total for 60100 Labor</b>					<b>16,787.52</b>
60400 Ins- Medical					
	09/01/2011	fj-HSA		8/31/11 HSA contribution	200.00
	09/01/2011	Active - 08182011	Blue Cross Blue Shield		1,448.17
	09/16/2011	fj-HSA		9/15/11 HSA contribution	200.00
<b>Total for 60400 Ins- Medical</b>					<b>1,848.17</b>
60500 Ins- Dental					
	09/01/2011	9012011	Guardian	Dental Insurance	164.86
<b>Total for 60500 Ins- Dental</b>					<b>164.86</b>
60600 Ins- Disability					
	09/01/2011	9012011	Lincoln Financial Group	Life Insurance, AD&D, STD, LTD	87.45
<b>Total for 60600 Ins- Disability</b>					<b>87.45</b>
60700 Ins- Vision					
	09/01/2011	9012011	Guardian	Vision Insurance	49.12
<b>Total for 60700 Ins- Vision</b>					<b>49.12</b>
60800 Payroll Taxes					
	09/15/2011	fj-09152011		Payroll entry for pay period of 9/15/2011	768.21
	09/30/2011	fj-09302011		Payroll entry for pay period of 9/30/2011	817.18
<b>Total for 60800 Payroll Taxes</b>					<b>1,585.39</b>
60950 Salary and Benefits - Other					
	09/15/2011	fj-09152011		Payroll entry for pay period of 9/15/2011	70.00
	09/30/2011	fj-09302011		Payroll entry for pay period of 9/30/2011	70.00
<b>Total for 60950 Salary and Benefits - Other</b>					<b>140.00</b>
<b>Total for 60000 Sal/Ben</b>					<b>20,662.51</b>
67000 Marketing					
67500 Email Marketing					
	09/30/2011	rb-Ppd other		9/2011 Eloqua (Ppd Other)	7,458.43
<b>Total for 67500 Email Marketing</b>					<b>7,458.43</b>
67800 Seminars/Focus Groups					
	09/13/2011	9132011	ee-Headley, Megan	SXSW Interactive Conference Badge	595.00
<b>Total for 67800 Seminars/Focus Groups</b>					<b>595.00</b>
<b>Total for 67000 Marketing</b>					<b>8,053.43</b>
<b>Total for Expenses</b>					<b>28,715.94</b>