

## Toledo Craftsman's Guild -- Profit/Loss/Advertising Comparison

Extra dues money is not taken into consideration.

Advertising amounts are included in Expenses and are shown as a separate line item for informational purposes only.

|             |                           |               |                   |               |  |                  |              | Year End     |             |
|-------------|---------------------------|---------------|-------------------|---------------|--|------------------|--------------|--------------|-------------|
|             |                           | Spring        | Spring            | Homespun      | Crafts for   | Winter           |              | Difference   |             |
| Year        |                           | Festival      | Crafters'         | Holiday       | Christmas  | Festival         |              | Estimated    |             |
| <b>2015</b> | Revenue                   | 6460          | 4054              | 7630          | 10485  | 10790            |              |              |             |
|             | Expenses                  | 6954          | 5971              | 7283          | 11762  | 5591             |              |              |             |
|             | <b>Profit/(Loss)</b>      | <b>(494)</b>  | <b>(1917)</b>     | <b>(347)</b>  | <b>** (1277)</b>   | <b>**5674</b>    |              | <b>1639</b>  |             |
|             |                           |               |                   |               |  | <b>*(1750)</b>   | <b>*4873</b> |              | <b>*365</b> |
|             |                           |               |                   |               | <b>** actual should have been due to advertiser rep mistakes</b> |                  |              |              |             |
|             | Advertising<br>space cost | 3600<br>65-70 | 3560<br>60/30 2nd | 3356<br>70/75 | *3100/3550<br>95-110   | *2600/3450<br>70 |              |              |             |
| <b>2014</b> | Revenue                   | 6280          | 4575              | 8440          | 11010  | 9820             |              |              |             |
|             | Expenses                  | 7448          | 5376              | 8265          | 12583  |                  |              |              |             |
|             | <b>Profit/(Loss)</b>      | <b>(1218)</b> | <b>(800)</b>      | <b>618</b>    | <b>(1573)</b>  | <b>3942</b>      |              | <b>969</b>   |             |
|             | Advertising               | 3603          | 3006              | 3895          | 4475   | 3840             |              |              |             |
|             | space cost                | 60/65         | 60/30 2nd         | 70/75         | 95   | 65               |              |              |             |
| <b>2013</b> | Revenue                   | 5965          | 4395              | 8365          | 10762  | 9860             |              |              |             |
|             | Expenses                  | 7138          | 4200              | 7860          | 12385  | 5926             |              |              |             |
|             | <b>Profit/(Loss)</b>      | <b>(1170)</b> | <b>195</b>        | <b>505</b>    | <b>(1623)</b>  | <b>3934</b>      |              | <b>1841</b>  |             |
|             | Advertising               | 3603          | 2702              | 3430          | 4600   | 3565             |              |              |             |
|             | space cost                | 60/65         | 60/30 2nd         | 65/70         | 95   | 65               |              |              |             |
| <b>2012</b> | Revenue                   | 6200          | 3856              | 8352          | 12015  | 8705             |              |              |             |
|             | Expenses                  | 6461          | 5418              | 8348          | 13612  | 6198             |              |              |             |
|             | <b>Profit/(Loss)</b>      | <b>(220)</b>  | <b>(1562)</b>     | <b>4</b>      | <b>(1597)</b>  | <b>2506</b>      |              | <b>(869)</b> |             |
|             | Advertising               | 2485          | 2979              | 3416          | 5142   | 3467             |              |              |             |
|             | space cost                | 60/65         | 60/30 2nd         | 65/70         | 95   | 65               |              |              |             |
| <b>2011</b> | Revenue                   | 4177          | 3199              | 6505          | 9157   | 8400             |              |              |             |
|             | Expenses                  | 6011          | 4170              | 5487          | 7799   | 4905             |              |              |             |
|             | <b>Profit/(Loss)</b>      | <b>(1834)</b> | <b>(970)</b>      | <b>1017</b>   | <b>1357</b>  | <b>3494</b>      |              | <b>3064</b>  |             |
|             | Advertising               | 2464          | 1935              | 2014          | 2905   | 2459             |              |              |             |
|             | space cost                | 55/60         |                   |               |  |                  |              |              |             |
| <b>2010</b> | Revenue                   | 4615          | 2874              |               | 9645   | 7395             |              |              |             |
|             | Expenses                  | 5703          | 4448              |               | 8177   | 5325             |              |              |             |
|             | <b>Profit/(Loss)</b>      | <b>(1088)</b> | <b>(1574)</b>     |               | <b>1468</b>  | <b>2069</b>      |              | <b>875</b>   |             |
|             | Advertising               | 2482          | 2479              |               | 3130   | 2638             |              |              |             |
| <b>2009</b> | Revenue                   | 5634          | 3382              |               | 10769  | 7670             |              |              |             |
|             | Expenses                  | 6740          | 4452              |               | 9122   | 5476             |              |              |             |
|             | <b>Profit/(Loss)</b>      | <b>(1106)</b> | <b>(1070)</b>     |               | <b>1596</b>  | <b>2193</b>      |              | <b>1613</b>  |             |
|             | Advertising               | 2263          | 2256              |               | 4473   | 2929             |              |              |             |
| <b>2008</b> | Revenue                   | 5420          | 3843              |               | 13730  | 7125             |              |              |             |
|             | Expenses                  | 6872          | 5071              |               | 11630  | 5605             |              |              |             |
|             | <b>Profit/(Loss)</b>      | <b>(1452)</b> | <b>(1228)</b>     |               | <b>2099</b>  | <b>1519</b>      |              | <b>938</b>   |             |
|             | Advertising               | 2032          | 2878              |               | 5883   | 3292             |              |              |             |
| <b>2007</b> | Revenue                   | 6979          | 4622              |               | 13856  |                  |              |              |             |
|             | Expenses                  | 7565          | 5659              |               | 1248   |                  |              |              |             |
|             | <b>Profit/(Loss)</b>      | <b>(586)</b>  | <b>(1037)</b>     |               | <b>1407</b>  |                  |              |              |             |
|             | Advertising               | 3109          | 3609              |               | 5618   | 4213             |              |              |             |