

Air4media Pilot v10
ACME Creative Agency
Laurent P Groulx

Budgets

Expert

Add Expense

\$7,140,000.00 Total Budget
 \$3,716,527.00 Total Spent
 \$40,285,050.00 Total Revenue

Monthly Objectives

TYPE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	ANNUAL
Budget	500000	500000	500000	430000	400000	470000	600000	620000	620000	580000	520000	520000	\$7.1M
Actual Exp.	100%	100%	100%	93%	90%	98%	100%	100%	100%	100%	100%	100%	\$3.7M
Revenue	500000	500000	510000	440000	700000	750000	820000	570000	660000	720000	600000	540000	\$7.3M
Actual Rev.	100%	100%	102%	102%	175%	194%	196%	94%	106%	120%	100%	100%	\$6.7M

Expense Breakdown

Subcontractor	\$1.3M	18%
Labour	\$1.2M	16%
Marketing	\$432K	12%
Equipment	\$306.3K	8%
Software	\$219.4K	6%
Travel	\$211.4K	6%
Materials	\$173.1K	5%
Materials	\$44.5K	1%
Materials	\$13.2K	0%
Other	\$13K	0%

Revenue per Year

2021	\$14.1M
2022	\$6.7M

Project Budgets

PROJECT	ACCOUNT	BUDGET	SPENT	% USED	REVENUE TARGET	REVENUE	PLG %	STATUS
Annual Report - Bloom & Fiori	Bloom & Fiori	\$48,900.00	\$6,367.00	13%	\$127,500.00	\$50,917.50	\$40,819.50	Under
Influencer Campaign - Vista Wellness Retreats Spring	Vista Wellness Retreats	\$44,600.00	\$952.00	2%	\$126,200.00	\$48,975.50	\$44,979.50	Under
Brand Refresh - Pacific Coast Hospitality Q1 2023	Pacific Coast Hospitality	\$43,300.00	\$2,522.00	6%	\$148,800.00	\$48,866.00	\$44,866.00	Under
Market Research - Meridian Properties Phase 2	Meridian Properties	\$44,200.00	\$8,123.00	18%	\$144,100.00	\$0.00	\$-8,123.00	Under
Social Strategy - Bloom & Fiori Florida Launch	Bloom & Fiori Florida	\$44,000.00	\$0.00	0%	\$125,800.00	\$11,278.50	\$11,278.50	Under
Brand Refresh - Lone Brand Studios Spring	Lone Brand Studios	\$43,300.00	\$4,698.00	11%	\$134,400.00	\$0.00	\$-4,698.00	Under
Event Branding - Lone Brand Studios Summer	Lone Brand Studios	\$43,300.00	\$8,058.00	19%	\$112,200.00	\$0.00	\$-8,058.00	Under
Logo Design - Meridian Tech Solutions Winter	Meridian Tech Solutions	\$42,000.00	\$4,022.00	10%	\$78,600.00	\$0.00	\$-4,022.00	Under
Influencer Campaign - Meridian Tech Solutions Q2 2023	Meridian Tech Solutions	\$42,900.00	\$5,332.00	12%	\$116,700.00	\$0.00	\$-5,332.00	Under
Media Campaign - Sunset Events Group Q1 2023	Sunset Events Group	\$42,500.00	\$3,322.00	8%	\$98,200.00	\$49,751.50	\$46,429.50	Under
PR Campaign - Pacific Coast Hospitality Refresh	Pacific Coast Hospitality	\$42,200.00	\$3,058.00	7%	\$132,100.00	\$0.00	\$-3,058.00	Under
Landing Page - Harborview Properties Spring	Harborview Properties	\$42,100.00	\$2,478.00	6%	\$109,800.00	\$0.00	\$-2,478.00	Under
Packaging Design - Riverside Convention Center Summer	Riverside Convention Center	\$42,000.00	\$0.00	0%	\$105,000.00	\$42,157.50	\$42,157.50	Under
Product Photography - Golden State Catering Co. Q1 2023	Golden State Catering Co.	\$41,800.00	\$5,336.00	13%	\$84,600.00	\$0.00	\$-5,336.00	Under
Content Campaign - Meridian Tech Solutions Q4 2023	Meridian Tech Solutions	\$41,700.00	\$1,509.00	4%	\$96,700.00	\$0.00	\$-1,509.00	Under
Webinar Series - Riverside Convention Center Q1 2023	Riverside Convention Center	\$41,700.00	\$0.00	0%	\$115,100.00	\$62,634.00	\$62,634.00	Under
Website Redesign - Bloom & Fiori Florida Fall	Bloom & Fiori Florida	\$41,600.00	\$2,438.00	6%	\$132,900.00	\$0.00	\$-2,438.00	Under
Social Strategy - Vista Wellness Retreats Summer	Vista Wellness Retreats	\$41,400.00	\$2,834.00	7%	\$174,900.00	\$0.00	\$-2,834.00	Under
E-commerce Design - Golden State Catering Co. Refresh	Golden State Catering Co.	\$40,900.00	\$1,980.00	5%	\$100,200.00	\$0.00	\$-1,980.00	Under
Podcast Launch - Golden State Catering Co. Refresh	Golden State Catering Co.	\$40,900.00	\$0.00	0%	\$120,200.00	\$15,330.00	\$15,330.00	Under
Social Strategy - Golden State Catering Co. Q1 2023	Golden State Catering Co.	\$40,400.00	\$1,287.00	3%	\$123,200.00	\$18,612.00	\$18,612.00	Under
App Design - Vista Wellness Retreats Phase 1	Vista Wellness Retreats	\$40,200.00	\$2,283.00	6%	\$78,800.00	\$2,513.50	\$2,513.50	Under
Digital Campaign - Meridian Tech Solutions Spring	Meridian Tech Solutions	\$40,100.00	\$7,964.00	20%	\$78,600.00	\$0.00	\$-7,964.00	Under
Landing Page - Lone Brand Studios Summer	Lone Brand Studios	\$39,500.00	\$1,406.00	4%	\$82,600.00	\$0.00	\$-1,406.00	Under
Riverside Fall Convention 2023	Riverside Convention Center	\$39,100.00	\$0.00	0%	\$119,800.00	\$53,983.50	\$53,983.50	Under
Landing Page - Pacific Coast Hospitality Annual	Pacific Coast Hospitality	\$38,800.00	\$7,805.00	20%	\$77,200.00	\$0.00	\$-7,805.00	Under
Packaging Design - Elevation Music Festival Phase 1	Elevation Music Festival	\$38,800.00	\$3,411.00	9%	\$124,800.00	\$0.00	\$-3,411.00	Under
Podcast Launch - Meridian Tech Solutions Phase 2	Meridian Tech Solutions	\$38,800.00	\$7,380.00	19%	\$76,700.00	\$0.00	\$-7,380.00	Under
Corporate Video - Riverside Convention Center Summer	Riverside Convention Center	\$38,100.00	\$3,438.00	9%	\$76,100.00	\$0.00	\$-3,438.00	Under
Market Research - Pacific Coast Hospitality Winter	Pacific Coast Hospitality	\$38,000.00	\$1,779.00	5%	\$73,000.00	\$0.00	\$-1,779.00	Under
Trade Show - Sunset Events Group Q4 2023	Sunset Events Group	\$37,900.00	\$4,314.00	11%	\$89,800.00	\$0.00	\$-4,314.00	Under
Influencer Campaign - Elevation Music Festival Annual	Elevation Music Festival	\$37,700.00	\$10,949.00	29%	\$80,000.00	\$0.00	\$-10,949.00	Under
Website Redesign - Golden State Catering Co. Phase 1	Golden State Catering Co.	\$37,200.00	\$14,805.00	40%	\$71,100.00	\$0.00	\$-14,805.00	Under
App Design - Riverside Convention Center Winter	Riverside Convention Center	\$36,800.00	\$0.00	0%	\$96,400.00	\$0.00	\$0.00	Under
SBO Package - Sunset Events Group Spring	Sunset Events Group	\$36,800.00	\$3,113.00	8%	\$76,500.00	\$0.00	\$-3,113.00	Under
Market Research - Riverside Convention Center Fall	Riverside Convention Center	\$36,600.00	\$5,097.00	14%	\$128,100.00	\$0.00	\$-5,097.00	Under
Corporate Video - Riverside Convention Center	Riverside Convention Center	\$36,200.00	\$2,609.00	7%	\$85,400.00	\$6,241.50	\$3,261.50	Under
Influencer Campaign - Lone Brand Studios Phase 1	Lone Brand Studios	\$35,600.00	\$8,186.00	23%	\$105,700.00	\$0.00	\$-8,186.00	Under
Corporate Video - Pacific Coast Hospitality Q1 2023	Pacific Coast Hospitality	\$35,000.00	\$6,243.00	18%	\$118,700.00	\$0.00	\$-6,243.00	Under
Pacific Coast 2024 Campaign	Pacific Coast Hospitality	\$34,900.00	\$922.00	3%	\$77,800.00	\$0.00	\$-922.00	Under
Digital Campaign - Lone Brand Studios Spring	Lone Brand Studios	\$34,700.00	\$11,158.00	32%	\$96,600.00	\$0.00	\$-11,158.00	Under
VR/AR Sprint - Golden State Catering Co. Refresh	Golden State Catering Co.	\$34,600.00	\$11,439.00	33%	\$107,300.00	\$41,429.50	\$41,429.50	Under
App Design - Lone Brand Studios Refresh	Lone Brand Studios	\$34,500.00	\$14,746.00	43%	\$119,100.00	\$0.00	\$-14,746.00	Under
Market Research - Lone Brand Studios Refresh	Lone Brand Studios	\$34,500.00	\$2,860.00	8%	\$87,600.00	\$0.00	\$-2,860.00	Under
Website Redesign - Riverside Convention Center Summer	Riverside Convention Center	\$34,500.00	\$4,488.00	13%	\$66,900.00	\$0.00	\$-4,488.00	Under
Annual Report - Pacific Coast Hospitality Spring	Pacific Coast Hospitality	\$34,300.00	\$4,024.00	12%	\$116,600.00	\$0.00	\$-4,024.00	Under
Influencer Campaign - Lone Brand Studios Q1 2023	Lone Brand Studios	\$34,000.00	\$2,019.00	6%	\$82,200.00	\$0.00	\$-2,019.00	Under
App Design - Sunset Events Group Refresh	Sunset Events Group	\$33,700.00	\$5,911.00	18%	\$83,200.00	\$0.00	\$-5,911.00	Under
App Design - Lone Brand Studios Q3 2023	Lone Brand Studios	\$33,600.00	\$0.00	0%	\$84,400.00	\$0.00	\$0.00	Under
Email Marketing - Golden State Catering Co. Winter	Golden State Catering Co.	\$33,600.00	\$6,512.00	19%	\$83,700.00	\$0.00	\$-6,512.00	Under

Recent Expenses

Location scouting	\$1,369.00
Project management	\$3,088.00
3D rendering services	\$3,010.00
Strategy consulting	\$3,311.00
Motion designer time	\$1,263.00
Creative direction	\$2,712.00
Creative direction	\$1,348.00
Food sourcing	\$1,368.00
Dance rental	\$3,720.00
Copywriter hours	\$209.00

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Budget

The Budget page gives ACME Creative Agency a complete financial picture across all projects — tracking what you've spent, what you've earned, and how you're tracking against your goals.

Key Features

- **KPI Summary:** Four headline numbers at the top — Total Budgets, Total Spent, Total Revenue, and Overall P&L. The P&L turns green when you're profitable and red when you're not.
- **Monthly Objectives Grid:** Set your budget and revenue targets month by month for the year. Just click any number and type a new value — it saves automatically. Rows show your targets alongside actual expenses and actual revenue so you can see how each month compares. Use the arrows to flip between years.
- **Monthly Spending vs Revenue Chart:** A side-by-side bar chart covering the last 12 months. Red bars are expenses, green bars are revenue — a quick way to spot which months were your strongest.
- **Expense Breakdown:** See where your money is going by category — Labor, Equipment, Subcontractor, Travel, Software, and more. Each category shows its share of total spending as a percentage bar.
- **Revenue per Year:** A horizontal bar chart showing total paid revenue for each year ACME has been active. The current year is highlighted.
- **Project Budgets Table:** Every active project listed with its annual budget, total spent, a % used progress bar, revenue target, revenue earned, P&L, and a status badge (Under / On Target / Over). Click any column header to sort. Click any row to open that project.
- **Recent Expenses:** The 10 most recent expense entries across all of ACME's projects, with category, project name, amount, and date.
- **Add Expense:** Log a new expense directly from this page without going into a specific

project.

- **Export:** Download the full project budgets table as a CSV file for reporting or accounting.

How to Use

1. Open the **Budget** page from the sidebar to see your financial overview load automatically.
2. Review the four KPI cards at the top for a quick health check.
3. In the **Monthly Objectives** section, enter your spending budget and revenue targets for each month — type directly into any cell and it saves within a couple of seconds.
4. Scroll down to the **Project Budgets** table to see how individual projects are performing. Use the search box to find a specific project quickly.
5. Click **Add Expense** (top right) to log a cost — select the project, enter a description, amount, date, and category. Check "Billable to client" if the cost can be passed on.
6. Click **Export** to download the project budgets as a spreadsheet.

Tips

- A project's status badge turns **red (Over)** when spending exceeds its budget by more than 10% — a quick warning sign to investigate.
- The Monthly Objectives grid auto-saves as you type, but you'll see the row turn yellow briefly to confirm it's been registered.
- Clicking a project row in the table takes you directly to that project's detail page.
- Categories in the Expense Breakdown are set when you log each expense — being consistent with categories (e.g., always using "Labor" for staff costs) makes the breakdown more useful over time.