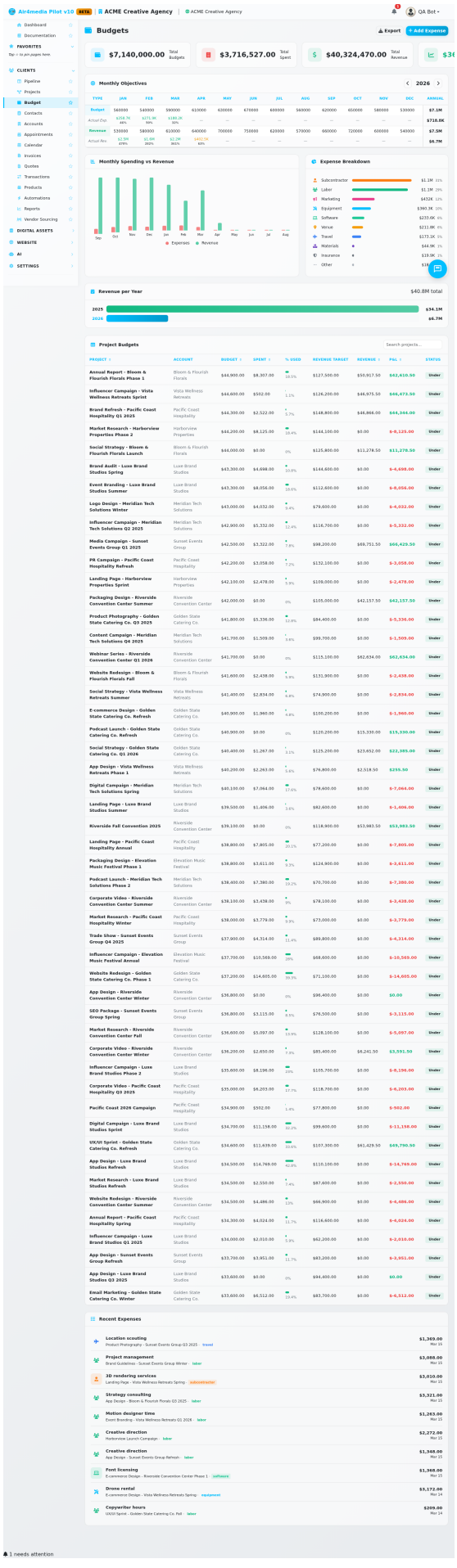
Air4media Pilot v10 BETA
ACME Creative Agency
ACME Creative Agency
QA Bot
Dashboard
Documentation
FAVORITES
CLIENTS
Pipeline
Projects
Budget
Contacts
Accounts
Appointments
Calendar
Invoices
Quotes
Transactions
Products
Automations
Reports
Vendor Sourcing
DIGITAL ASSETS
WEBSITE
AI
SETTINGS
Budgets
Export
+ Add Expense
$7,140,000.00 Total Budgets
$3,716,527.00 Total Spent
$40,324,470.00 Total Revenue
Monthly Objectives
2026
TYPE JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC ANNUAL
Budget $60000 $40000 $90000 $100000 $30000 $70000 $60000 $60000 $20000 $50000 $80000 $30000 $7.1M
Actual Exp. $258.7K 46% $271.9K 59% $180.2K 30% $710.8K
Revenue $30000 $80000 $10000 $40000 $00000 $50000 $20000 $70000 $60000 $20000 $00000 $40000 $7.5M
Actual Rev. $2.5M 478% $1.6M 202% $2.2M 861% $457.5K 69% $6.7M
Monthly Spending vs Revenue
Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug
Expenses Revenue
Expense Breakdown
Subcontractor $1.1M 33%
Labor $1.1M 29%
Marketing $432K 12%
Equipment $360.3K 10%
Software $233.6K 6%
Venue $211.8K 6%
Travel $173.1K 5%
Materials $44.9K 3%
Insurance $19.0K 3%
Other $18
Revenue per Year
$40.8M total
2025 $34.1M
2026 $6.7M
Project Budgets
Search projects...
PROJECT ACCOUNT BUDGET SPENT % USED REVENUE TARGET REVENUE P&L STATUS
Annual Report - Bloom & Flourish Florals Phase 1 Bloom & Flourish Florals $44,900.00 $8,307.00 18.5% $127,500.00 $50,917.50 $42,610.50 Under
Influencer Campaign - Vista Wellness Retreats Sprint Vista Wellness Retreats $44,600.00 $502.00 1.1% $126,200.00 $46,975.50 $46,473.50 Under
Brand Refresh - Pacific Coast Hospitality Q1 2025 Pacific Coast Hospitality $44,300.00 $2,522.00 5.7% $148,800.00 $46,866.00 $44,344.00 Under
Market Research - Harborview Properties Phase 2 Harborview Properties $44,200.00 $8,125.00 18.4% $144,100.00 $0.00 $-8,125.00 Under
Social Strategy - Bloom & Flourish Florals Launch Bloom & Flourish Florals $44,000.00 $0.00 0% $125,800.00 $11,278.50 $11,278.50 Under
Brand Audit - Luxe Brand Studios Spring Luxe Brand Studios $43,300.00 $4,698.00 10.8% $144,600.00 $0.00 $-4,698.00 Under
Event Branding - Luxe Brand Studios Summer Luxe Brand Studios $43,300.00 $8,056.00 18.6% $112,600.00 $0.00 $-8,056.00 Under
Logo Design - Meridian Tech Solutions Winter Meridian Tech Solutions $43,000.00 $4,032.00 9.4% $79,600.00 $0.00 $-4,032.00 Under
Influencer Campaign - Meridian Tech Solutions Q2 2025 Meridian Tech Solutions $42,900.00 $5,332.00 12.4% $116,700.00 $0.00 $-5,332.00 Under
Media Campaign - Sunset Events Group Q1 2025 Sunset Events Group $42,500.00 $3,322.00 7.8% $98,200.00 $60,751.50 $66,429.50 Under
PR Campaign - Pacific Coast Hospitality Refresh Pacific Coast Hospitality $42,200.00 $3,058.00 7.2% $132,100.00 $0.00 $-3,058.00 Under
Landing Page - Harborview Properties Sprint Harborview Properties $42,100.00 $2,478.00 5.9% $109,000.00 $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. Q3 2025 Golden State Catering Co. $41,800.00 $5,336.00 12.8% $84,400.00 $0.00 $-5,336.00 Under
Content Campaign - Meridian Tech Solutions Q4 2025 Meridian Tech Solutions $41,700.00 $1,509.00 3.6% $99,700.00 $0.00 $-1,509.00 Under
Webinar Series - Riverside Convention Center Q1 2026 Riverside Convention Center $41,700.00 $0.00 0% $115,100.00 $62,634.00 $62,634.00 Under
Website Redesign - Bloom & Flourish Florals Fall Bloom & Flourish Florals $41,600.00 $2,438.00 5.9% $131,900.00 $0.00 $-2,438.00 Under
Social Strategy - Vista Wellness Retreats Summer Vista Wellness Retreats $41,400.00 $2,834.00 6.8% $74,900.00 $0.00 $-2,834.00 Under
E-commerce Design - Golden State Catering Co. Refresh Golden State Catering Co. $40,900.00 $1,960.00 4.8% $100,200.00 $0.00 $-1,960.00 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 2026 Golden State Catering Co. $40,400.00 $1,267.00 3.1% $125,200.00 $23,652.00 $22,385.00 Under
App Design - Vista Wellness Retreats Phase 1 Vista Wellness Retreats $40,200.00 $2,263.00 5.6% $76,800.00 $2,518.50 $255.50 Under
Digital Campaign - Meridian Tech Solutions Spring Meridian Tech Solutions $40,100.00 $7,064.00 17.6% $78,600.00 $0.00 $-7,064.00 Under
Landing Page - Luxe Brand Studios Summer Luxe Brand Studios $39,500.00 $1,406.00 3.6% $82,600.00 $0.00 $-1,406.00 Under
Riverside Fall Convention 2025 Riverside Convention Center $39,100.00 $0.00 0% $118,900.00 $53,983.50 $53,983.50 Under
Landing Page - Pacific Coast Hospitality Annual Pacific Coast Hospitality $38,800.00 $7,805.00 20.1% $77,200.00 $0.00 $-7,805.00 Under
Packaging Design - Elevation Music Festival Phase 1 Elevation Music Festival $38,800.00 $3,611.00 9.3% $124,900.00 $0.00 $-3,611.00 Under
Podcast Launch - Meridian Tech Solutions Phase 2 Meridian Tech Solutions $38,400.00 $7,380.00 19.2% $70,700.00 $0.00 $-7,380.00 Under
Corporate Video - Riverside Convention Center Summer Riverside Convention Center $38,100.00 $3,438.00 9% $78,100.00 $0.00 $-3,438.00 Under
Market Research - Pacific Coast Hospitality Winter Pacific Coast Hospitality $38,000.00 $3,779.00 9.9% $73,000.00 $0.00 $-3,779.00 Under
Trade Show - Sunset Events Group Q4 2025 Sunset Events Group $37,900.00 $4,314.00 11.4% $89,800.00 $0.00 $-4,314.00 Under
Influencer Campaign - Elevation Music Festival Annual Elevation Music Festival $37,700.00 $10,569.00 28% $68,600.00 $0.00 $-10,569.00 Under
Website Redesign - Golden State Catering Co. Phase 1 Golden State Catering Co. $37,200.00 $14,605.00 39.3% $71,100.00 $0.00 $-14,605.00 Under
App Design - Riverside Convention Center Winter Riverside Convention Center $36,800.00 $0.00 0% $96,400.00 $0.00 $0.00 Under
SEO Package - Sunset Events Group Spring Sunset Events Group $36,800.00 $3,115.00 8.5% $76,500.00 $0.00 $-3,115.00 Under
Market Research - Riverside Convention Center Fall Riverside Convention Center $36,600.00 $5,097.00 13.9% $128,100.00 $0.00 $-5,097.00 Under
Corporate Video - Riverside Convention Center Winter Riverside Convention Center $36,200.00 $2,650.00 7.3% $85,400.00 $8,241.50 $5,591.50 Under
Influencer Campaign - Luxe Brand Studios Phase 2 Luxe Brand Studios $35,600.00 $8,196.00 23% $105,700.00 $0.00 $-8,196.00 Under
Corporate Video - Pacific Coast Hospitality Q3 2025 Pacific Coast Hospitality $35,000.00 $6,203.00 17.7% $118,700.00 $0.00 $-6,203.00 Under
Pacific Coast 2026 Campaign Pacific Coast Hospitality $34,900.00 $502.00 1.4% $77,800.00 $0.00 $-502.00 Under
Digital Campaign - Luxe Brand Studios Sprint Luxe Brand Studios $34,700.00 $11,158.00 32.2% $99,600.00 $0.00 $-11,158.00 Under
UX/UI Sprint - Golden State Catering Co. Refresh Golden State Catering Co. $34,600.00 $11,639.00 33.6% $107,300.00 $61,429.50 $49,790.50 Under
App Design - Luxe Brand Studios Refresh Luxe Brand Studios $34,500.00 $14,769.00 42.8% $110,100.00 $0.00 $-14,769.00 Under
Market Research - Luxe Brand Studios Refresh Luxe Brand Studios $34,500.00 $2,550.00 7.4% $87,600.00 $0.00 $-2,550.00 Under
Website Redesign - Riverside Convention Center Summer Riverside Convention Center $34,500.00 $4,486.00 13% $66,900.00 $0.00 $-4,486.00 Under
Annual Report - Pacific Coast Hospitality Spring Pacific Coast Hospitality $34,300.00 $4,024.00 11.7% $116,600.00 $0.00 $-4,024.00 Under
Influencer Campaign - Luxe Brand Studios Q1 2025 Luxe Brand Studios $34,000.00 $2,010.00 5.9% $62,200.00 $0.00 $-2,010.00 Under
App Design - Sunset Events Group Refresh Sunset Events Group $33,700.00 $3,951.00 11.7% $83,200.00 $0.00 $-3,951.00 Under
App Design - Luxe Brand Studios Q3 2025 Luxe Brand Studios $33,600.00 $0.00 0% $94,400.00 $0.00 $0.00 Under
Email Marketing - Golden State Catering Co. Winter Golden State Catering Co. $33,600.00 $6,512.00 19.4% $83,700.00 $0.00 $-6,512.00 Under
Recent Expenses
Location scouting Product Photography - Sunset Events Group Q3 2025 · travel $1,369.00 Mar 15
Project management Brand Guidelines - Sunset Events Group Winter · labor $3,088.00 Mar 15
3D rendering services Landing Page - Vista Wellness Retreats Spring · subcontractor $3,010.00 Mar 15
Strategy consulting App Design - Bloom & Flourish Florals Q3 2025 · labor $3,321.00 Mar 15
Motion designer time Event Branding - Vista Wellness Retreats Q1 2026 · labor $1,263.00 Mar 15
Creative direction Harborview Launch Campaign · labor $2,272.00 Mar 15
Creative direction App Design - Sunset Events Group Refresh · labor $1,348.00 Mar 15
Font licensing E-commerce Design - Riverside Convention Center Phase 1 · software $1,368.00 Mar 15
Drone rental E-commerce Design - Vista Wellness Retreats Spring · equipment $3,172.00 Mar 14
Copywriter hours UX/UI Sprint - Golden State Catering Co. Fall · labor $209.00 Mar 14
1 needs attention

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.