



# Advertiser Tracking Sheet

Business: \_\_\_\_\_ Information Compiled by: \_\_\_\_\_

Week Starting \_\_\_\_\_ Week Starting \_\_\_\_\_ Week Starting \_\_\_\_\_ Week Starting \_\_\_\_\_ Week Starting \_\_\_\_\_

Traffic \_\_\_\_\_

Average Sale \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_

Closing Percentage \_\_\_\_\_

Total Sales \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_

Monthly Totals                      Same Month Last Year                      Change

Traffic \_\_\_\_\_

Average Sale \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_

Closing Percentage \_\_\_\_\_

Total Sales \$ \_\_\_\_\_ \$ \_\_\_\_\_ \$ \_\_\_\_\_