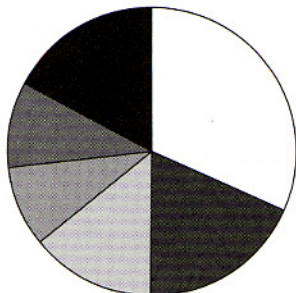


8 What are the sales figures?

1 Look at the chart. Write the amount of money in words for each budget.

Promotion budgets

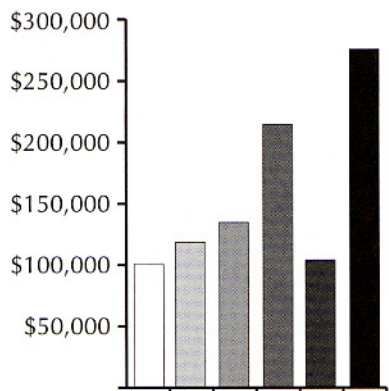


	TV advertising	\$61,000
	Magazine advertising	\$35,600
	Direct mail	\$26,800
	Internet advertising	\$17,400
	Special promotions	\$18,500
	Newspaper advertising	\$33,000

- a TV advertising: *sixty-one thousand dollars*
- b Magazine advertising:
- c Internet advertising:
- d Newspaper advertising:
- e Direct mail:
- f Special promotions:

2 Look at the chart. Write the amount of money in words for each country.

Sales figures



	Malaysia	\$100,000
	Taiwan	\$120,000
	Thailand	\$135,000
	Korea	\$215,000
	China	\$105,000
	Japan	\$275,000

- a Malaysia: *one hundred thousand dollars*
- b Taiwan:
- c Thailand:
- d Korea:
- e China:
- f Japan:

3 Complete the report. Use the words in the box.

advertising	average	campaign	figures	plan
around	budget	estimate	month	

Robo-Challenge 1

The sales ¹.....*figures*..... for Robo-Challenge 1 are good.
 We sell on ²..... 15,300 units per ³.....
 We get a lot of new sales from magazine ⁴.....

New game – Robo-Challenge 2

We ⁵..... first-year sales of ⁶.....
 \$180,000. For our promotion ⁷....., we
⁸..... to advertise in games magazines and on TV.
 Our ⁹..... for this is about \$540,000.

4 Write the questions.

- a ?
The sales figures for Robo-Challenge 2 are about 22,000 units per month.
- b ?
We sell around 14,000 units in Taiwan.
- c ?
We estimate sales of about 300,000 next year.
- d ?
We plan to do a magazine advertising campaign.
- e ?
The budget for advertising is around \$230,000.

