

Sample Budget for a New Fairpay Compensation & Benefits Survey

Based on 200 participants

Expenses

Fairpay fee	\$11,000
Printing cost	\$4,000
Mailing	\$750
<i>Other staff time?</i>	\$1,500
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	\$17,250

Revenues

132 participant purchases <i>(based on 2/3 of participants, average price of \$90)</i>	\$11,880
50 non-participant purchases <i>(average price of \$250)</i>	\$12,500
Sponsorship?	\$5,000
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	\$29,380

Net \$12,130

Fairpay Sample Pricing

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