

American Tarot Association Financial Report 2007

INCOME

Materials

Audio CD

100 Introduction	\$40.00	
TOTAL Audio CD		\$40.00

Book & Audio CD Sets

100 Introduction	\$550.00	
200 Intermediate	\$350.00	
300 Advanced	\$250.00	
401 Mystical	\$140.00	
402 Astrological	\$120.00	
403 Numerological	\$30.00	
TOTAL Book & Audio CD Sets		\$1,440.00

Books

100 Introduction	\$180.00	
200 Intermediate	\$75.00	
300 Advanced	\$60.00	
401 Mystical	\$30.00	
403 Numerological	\$45.00	
TOTAL Books		\$390.00

Downloads

100 Introduction	\$240.00	
200 Intermediate	\$170.00	
300 Advanced	\$190.00	
401 Mystical	\$120.00	
402 Astrological	\$60.00	
403 Numerological	\$100.00	
TOTAL Downloads		\$880.00

Llewellyn Courseware

Member Rate	\$380.00	
Non-Member Rate	\$775.00	
TOTAL Llewellyn Courseware		\$1,155.00

TOTAL Materials		\$3,905.00
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Memberships

Internet Memberships

1 Year Internet	\$3,055.00	
2 Year Internet	\$945.00	
3 Year Internet	\$850.00	
TOTAL Internet Memberships		\$4,850.00

Mail Memberships

Domestic mail memberships

1 Year Domestic	\$1,920.00	
2 Year Domestic	\$960.00	
3 Year Domestic	\$630.00	
TOTAL Domestic mail memberships		\$3,510.00

Overseas mail memberships

1 Year Overseas	\$180.00	
2 Year Overseas	\$80.00	

TOTAL Overseas mail memberships	\$260.00	
TOTAL Mail Memberships		\$3,770.00
Networks-only Memberships		
1 Year Networks	\$270.00	
TOTAL Networks-only Memberships		\$270.00
TOTAL Memberships		\$8,890.00
Other Income		
FreeTarot.net domain sale	\$15,000.00	
Webpace resale	\$25.00	
Rebates	\$16.50	
Referral Commissions Earned	\$21.85	
Dividend Income	\$41.28	
Donations	\$102.00	
TOTAL Other Income		\$15,206.63
TOTAL INCOME		\$28,001.63
EXPENSES		
Bad Debt		\$50.00
Bank Fees		
Checking fees	\$120.27	
Paypal fees	\$396.79	
Credit card processing fees	\$110.58	
TOTAL Bank Fees		\$627.64
Commissions Paid		
Membership Coordinator	\$6,798.34	
Quarterly Editor	\$540.00	
TOTAL Commissions Paid		\$7,338.34
Legal & Professional Fees		
Escrow Service	\$94.25	
Accounting Consultant	\$1,000.00	
Registered Agent	\$129.00	
		\$1,223.25
Licenses and Permits		\$10.00
Postage and Delivery		\$1,417.55
Printing and Reproduction		\$2,303.68
Returns		
Materials Refunds	\$275.00	
Membership Refunds	\$388.90	
TOTAL Returns		\$663.90
Royalties Paid		\$92.00
Sponsorship		\$100.00
Subscriptions		\$139.65
Business Supplies		\$309.94
Taxes		
Kentucky	\$185.70	
TOTAL Taxes		\$185.70
Telephone		
Fax Service	\$95.40	
Local + DSL	\$799.22	

Long Distance	\$289.07	
TOTAL Telephone		\$1,183.69
Website Hosting & Domain Registrations		\$236.74
TOTAL EXPENSES		\$15,882.08
OVERALL TOTAL		\$12,119.55

Available funds	12/31/06	12/31/07	Net change
Paypal	\$1,794.49	\$991.65	-\$802.84
US Bank (checking)	\$1,164.73	\$14,087.12	\$12,922.39
Total funds	\$2,959.22	\$15,078.77	\$12,119.55