

e·silentpartner

Accounting & Finance Unwrapped

Taking Charge of Ad Agency Finances:



Accounting & Finance Features

- Efficient financial reporting and analysis for better decision-making.
- Automated workflows and seamless integration with other systems.
- Comprehensive audit trail for increased transparency and compliance.

Vendor Invoice

Vendor: PNG Prairie Newspaper Group
 AP Acct: 2000 Accounts Payable
 PO#:
 Invoice: 5369 Balance: 2150.00
 Bill#: 7197 Amount: 2150.00
 Invoice Date: 04/18/2022 Tax Amt: 0.00
 Due Date: 05/18/2022 Tax Amt 2: 0.00
 Paid Date: Not Distributed - GL: 0.00
 Pretest: Not Distributed - Jobs: 0.00
 Status: VOUCHR Approve
 Payer: United States (Dollar)

GL Acct	Description	Amount
1520	Work in Progress	2150.00
		0.00
		0.00
		0.00
		0.00
		0.00
		0.00

Job	Item	PO Cost	PB	Qty	Cost	Billing
AM-13002	DM QA	0.00	<input type="checkbox"/>	1.00	2150.00	2150.00 B
			<input type="checkbox"/>	0	0.00	0.00

Estimate: 15,700.00
 Actual: 8,005.00
 Remaining: 7,695.00
 Open POs: 0.00
 Billed: 525.00
 Adv Billed: 0.00
 Gross Income: 525.00
 Spent: 2,710.00
 Vouchered: 0.00
 Unbilled: 2,400.00
 Hold: 5,080.00
 Due: 0.00
 PRR: 0.00

Write-off Total: 0.00

Last Invoiced: December 09, 2020
 Job Date: October 27, 2020
 Done:
 Filed:

Job Profitability (Fee Vs OOP)

Job: ATL45-14348 Atlas Air Rentals
 Currency: USD Hank Brown
 Product: Promotion 2020* Printed: Jan 26, 2021 6:47 PM

Category / Item	Total \$ Estimate	Fee \$ Estimate	OOP \$ Estimate	Fee \$ Used	OOP \$ Used	Billed Fee	Billed OOPs	Unbilled OOPs	Fee Est. Remaining	OOP Est. Remaining	Total Est. Remaining	POs	W/OFFs	Fee Profit	OOP Profit	Job Profit
Agency Fees																
Account Administration	-	-	155.00	-	310.00	-	-	-	(310.00)	-	(310.00)	-	-	155.00	-	155.00
En Account Management	-	-	350.00	-	700.00	-	-	-	(700.00)	-	(700.00)	-	-	350.00	-	350.00
Account Service	4,500.00	4,500.00	-	7,300.00	-	7,500.00	-	-	(2,800.00)	-	(2,800.00)	-	-	-	-	-
Strategy & Research	11,200.00	11,200.00	-	-	-	-	-	-	11,200.00	-	11,200.00	-	-	-	-	-
Total Agency Fees	15,700.00	15,700.00	-	8,005.00	-	8,510.00	-	-	7,190.00	-	7,190.00	-	-	505.00	-	505.00
Report Totals	15,700.00	15,700.00	-	8,005.00	-	8,510.00	-	-	7,190.00	-	7,190.00	-	-	505.00	-	505.00

Legend: Fee = Time Items, OOP = External and Internal Items, Est. Remaining = Estimate - Billed, POs = Open POs, Profit = Billed - Used



General Ledger

Manage Finances Efficiently

- Manage multiple companies, offices, and departments with ease
- Ability to handle multi-currency transactions
- Conveniently lock or unlock a specific month for posting routines
- Effortlessly enter duplicate or reverse journal entries with additional notes



Efficient AP Management

Multi-currency & Secure Access

- Effortlessly enter, edit, or void vendor invoices to maintain accurate records and resolve any discrepancies.
- Option to pre-approve payments, generate computer checks and record electronic payments, consolidate payments for efficient and convenient financial transactions.
- Set up multiple AP accounts and handle various currencies. Revaluation procedures for accurate reporting.
- Ensure secure access by assigning roles and responsibilities, allowing only authorized individuals to perform AP tasks.



Photo by Campaign Creators on Unsplash



Managing Accounts Receivable

Efficient Multi-Currency Processing

- Streamlined billing, with a variety of options from monthly fees to progressive billing.
- Maintain accurate labor and material cost information per project, modify charges when needed, and easily view aging information to stay on top of outstanding payments.
- Record payments and write-offs conveniently to maintain accurate account balances.
- Set up multiple AR accounts and handle different currencies
- Configure media billing parameters for accurate invoicing and tracking of charges.



Photo by Tyler Franta on Unsplash



Estimates and invoices

Different
printing options
to choose from!



Estimate

Hank Brown
Atlas Air Rentals
200 Egypt Road
Peoria, IL 11111

Job#: ATLAS-16412
Job Title: Process automation for HR dept

Est Date: Mar 14, 2022

Agency Fees

Account Service	90.00	\$13,500.00
Strategy & Research	215.00	32,250.00
Consulting	365.00	53,700.00
Agency Fees Total	663.00	\$99,450.00
Total	663.00	\$99,450.00

Accepted by: _____ Date: _____

Miscellaneous expenses, delivery fees, photography and tax are not included in this estimate unless otherwise noted. Final invoice may vary by 10%. If project requirements change from those outlined in this document, a revised estimate will be provided.

In the event the agency commences any legal action to collect any amounts due or to enforce its rights under this Estimate, the agency shall be entitled to recover, in addition to all amounts due hereunder, interest on all such due amounts at the highest legal rate, together with its attorney's fees and costs of litigation.

If this Agreement is terminated by the client before the Work is completed, the League will pay for the services completed to date. If this Agreement is terminated by the Agency without proper notice, or if Brighton Agency breaches any terms of the Agreement, client has no responsibility for payment.

Upon payment in full, client shall solely and exclusively own throughout the world in perpetuity all rights



Invoice

Hank Brown
Atlas Air Rentals
200 Egypt Road
Peoria, IL 11111

Invoice Date: Mar-30-2022
Job: ATLAS-16412; Process automation for HR dept

Invoice: 101236.1
Payment due: Apr-14-2022

Invoice description

Agency Fees

Principals	\$17,900.00
Consulting	10,750.00
Strategy & Research	
Principals Total	\$28,650.00
Account Management	
Account Service	\$4,500.00
Account Management Total	\$4,500.00
Agency Fees Total	\$33,150.00
Total	\$33,150.00

Tax ID 23-22200x-100



Financial Reports: Balance Sheet and P&L

Demonstration Company Balance Sheet Jan-31-2022			
Assets			
Current Asset			
		117,727.12	
1000	Cash Available	2,982,739.96	
1500	Accounts Receivable	1,386,556.16	
1520	Work in Process	21,962.18	
1575	Employee Advances	(580.00)	
	Total Current Asset	\$4,598,405.42	
Fixed Asset			
1600	Furniture & Fixtures	300.00	
1650	Equipment	41,032.88	
1630	Building	550,000.00	
	Total Fixed Asset	\$591,332.88	
	Total Assets		\$5,099,738.30
Liabilities and Equity			
Current Liability			
		34,094.03	
2000	Accounts Payable	895,454.80	
2005	Accrued Expenses	638,313.94	
2050	Client Deposits	959,466.39	
2100	Sales & Use Taxes	101,663.23	
2300	Payroll Taxes	14,198.75	
	Total Current Liability	\$2,643,191.14	
Equity			
3000	Current Earnings	157,096.34	
3100	Retained Earnings	2,299,450.82	
	Total Equity	\$2,456,547.16	
	Total Liabilities and Equity		\$5,099,738.30

Demonstration Company Income Statement Feb 2022				
	MTH (USD)	%Sales	YTD (USD)	%Sales
Revenue (Income)				
Creative Fees	1,875.00	0.8%	1,875.00	0.4%
Production Fees	25,416.78	11.3%	50,833.56	11.6%
Account Management Fees	52,489.70	23.3%	79,573.15	18.1%
Consulting Rev	1,000.00	0.4%	3,480.00	0.8%
Broadcast Media	0.00	0.0%	9,728.00	2.2%
Internet Media	941.13	0.4%	941.13	0.2%
Production Services	18,625.09	8.3%	42,235.18	9.6%
Palix Foundation	125,000.57	55.5%	250,001.14	57.0%
Total Revenue (Income)	225,348.27	100.0%	438,667.16	100.0%
Cost of Sales				
Media Net	799.96	0.4%	9,068.76	2.1%
Shipping	0.00	0.0%	(250.00)	(0.1)%
Total Cost of Sales	799.96	0.4%	8,818.76	2.0%
Gross Margin	224,548.31	99.6%	429,848.40	98.0%
Overhead				
Internet/Web Hosting	2,000.00	0.9%	4,000.00	0.9%
Employer Fica	2,103.75	0.9%	4,207.50	1.0%
State Unemployment	1,100.00	0.5%	2,200.00	0.5%
Health Insurance	7,000.00	3.1%	14,000.00	3.2%
Matching 401K	1,000.00	0.4%	2,000.00	0.5%
Office Supplies	225.00	0.1%	450.00	0.1%
Meals & Entertainment	50.00	0.0%	100.00	0.0%
Utilities	500.00	0.2%	1,000.00	0.2%
Salary	27,500.00	12.2%	55,000.00	12.5%
Computer Supplies	100.00	0.0%	200.00	0.0%
Rent	5,000.00	2.2%	10,000.00	2.3%
Telecommunications	150.00	0.1%	300.00	0.1%
Legal, Acctg & Consulting Fees	(725.00)	(0.3)%	(650.00)	(0.1)%
Company Insurance	150.00	0.1%	300.00	0.1%
Office Repairs & Maint	50.00	0.0%	100.00	0.0%
Meals & Ent	100.00	0.0%	200.00	0.0%
Travel	450.00	0.2%	900.00	0.2%
Automobile	650.00	0.3%	1,300.00	0.3%
Total Overhead	47,403.75	21.0%	95,607.50	21.8%
Profit From Operations	177,144.56	78.6%	334,240.90	76.2%
Net Income (Loss)	177,144.56	78.6%	334,240.90	76.2%



Financial Reports: Management Income Statements

**Demonstration Company
Client Income Statement
Arizona Trane (AZT)
Period Ending Jan-31-2022**

	January	%	Year to Date	%
Sales				
Broadcast Media	9,728.00	100.0	9,728.00	100.0
Total Sales	9,728.00	100.0	9,728.00	100.0
Cost of Sales				
Media Net	8,268.80	100.0	8,268.80	100.0
Total Cost of Sales	8,268.80	100.0	8,268.80	100.0
Gross Income	1,459.20	15.0	1,459.20	15.0
Profit (Loss) before Overhead	1,459.20	100.0	1,459.20	100.0
Labor Cost OH Allocation	0.000%	0.00	0.000%	0.00
Profit (Loss)	1,459.20	100.0	1,459.20	100.0

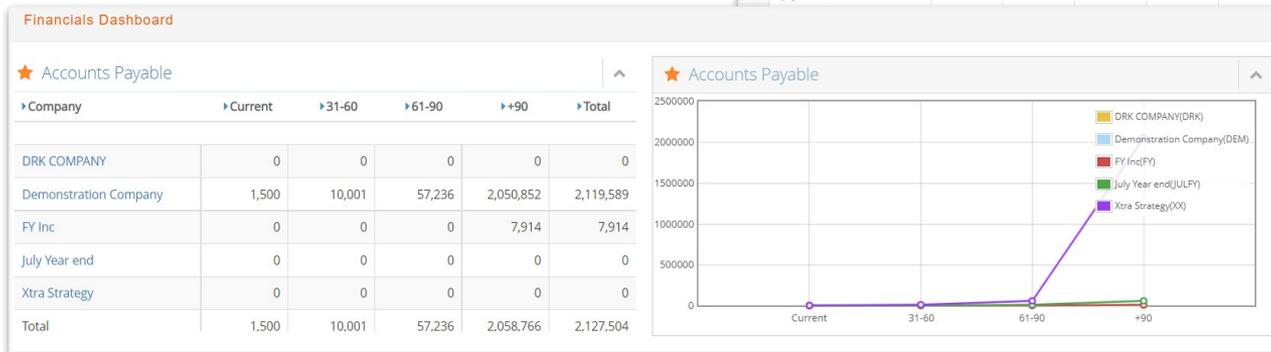
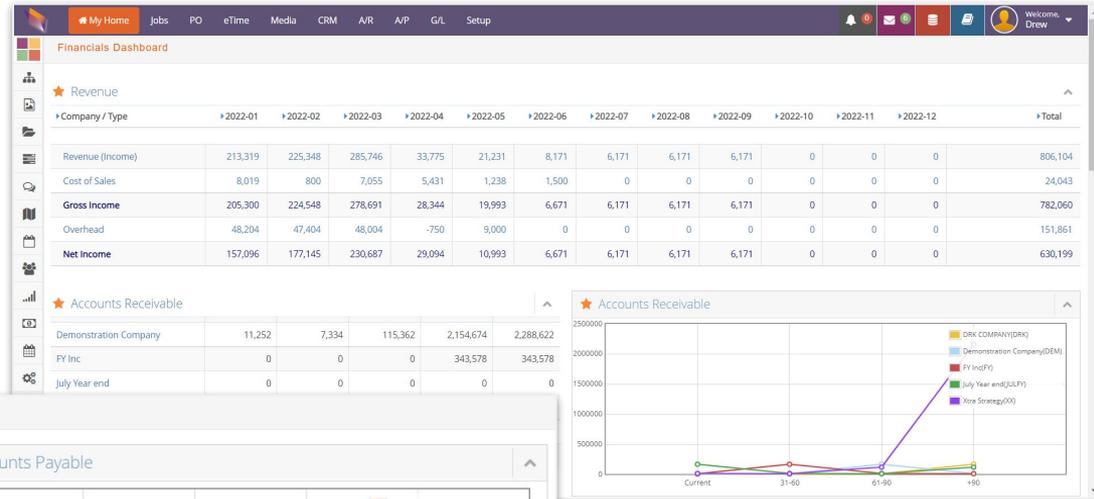
Profit Index	291.84	20.0
Deviation (Minus = Excess Cost)	1,167.36	80.0

**Demonstration Company
Client Income Statement (OH Alloc based on Revenue)**

	January 2022						Year to Date					
	Revenue	Net	Gr Inc	Labor	Overhead	Net Inc	Revenue	Net	Gr Inc	Labor	Overhead	Net Inc
Arizona Trane	9,728	8,269	1,459	0	2,198	(739)	9,728	8,269	1,459	0	2,198	(739)
Atlas Air Rentals	80,757	(250)	81,007	0	18,249	62,758	80,757	(250)	81,007	0	18,249	62,758
Newline Mills, Inc	62,500	0	62,500	0	14,123	48,377	62,500	0	62,500	0	14,123	48,377
The Hunter Group	60,334	0	60,334	0	13,634	46,700	60,334	0	60,334	0	13,634	46,700
Report Totals	213,319	8,019	205,300	0	48,204	157,096	213,319	8,019	205,300	0	48,204	157,096

Financial Dashboards

Track your budgets and projects status, as well as the overall company's financial health with our custom dashboards!



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