

COMPANY REGISTRATION NUMBER 05209715

OPTIMAL MEDIA SALES LIMITED
ABBREVIATED FINANCIAL STATEMENTS
FOR
THE YEAR ENDED
30 SEPTEMBER 2011

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OPTIMAL MEDIA SALES LIMITED
ABBREVIATED FINANCIAL STATEMENTS
PERIOD ENDED 30 SEPTEMBER 2011

CONTENTS	PAGE
Company Information	1
Abbreviated Balance Sheet	2-3
Notes to the abbreviated financial statements	4-5

OPTIMAL MEDIA SALES LIMITED

COMPANY INFORMATION

PERIOD ENDED 30 SEPTEMBER 2011

The director has pleasure in presenting his report and the unaudited financial statements of the company for the period from 1st October 2010 to 30th September 2011

PRINCIPAL ACTIVITIES

The principal activities of the company during the period were the provision of consultancy services and sales representation in the advertising media sector

THE DIRECTORS AND THEIR INTERESTS IN THE SHARES OF THE COMPANY

The directors who served the company during the period together with their beneficial interests in the shares of the company were as follows

	Ordinary Shares of £1 each	
	At 30 September 2011	At 30 September 2010
Mr M Lench	100	100

Registered Office

Commonwood Farm
Commonwood
Kings Langley
Hertfordshire
WD4 9BB

Approved by M Lench on 28 June 2012

OPTIMAL MEDIA SALES LIMITED

**ABBREVIATED BALANCE SHEET
AT 30 SEPTEMBER 2011**

	Note	2011 £	2010 £
FIXED ASSETS			
Tangible assets	2	9,089	12,572
CURRENT ASSETS			
Debtors		181,641	87,015
Directors Loan		52,045	96,816
Cash at bank and in hand		<u>79,064</u>	<u>-</u>
		312,750	183,831
CREDITORS			
Amounts falling due within one year		<u>413,148</u>	<u>305,998</u>
NET CURRENT (LIABILITIES)		<u>(100,398)</u>	<u>(122,167)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>(91,309)</u>	<u>(109,595)</u>
CAPITAL AND RESERVES			
Share Capital	4	200	200
Profit and loss account		<u>(91,509)</u>	<u>(97,392)</u>
SHAREHOLDERS FUNDS		<u>(91,309)</u>	<u>(97,192)</u>

OPTIMAL MEDIA SALES LIMITED

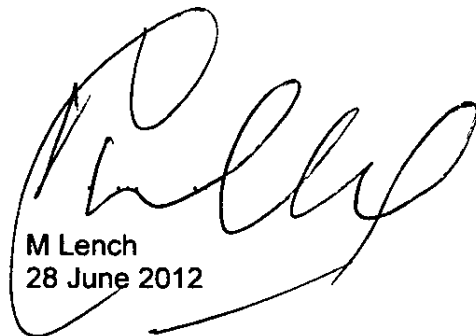
**ABBREVIATED BALANCE SHEET
AT 30 SEPTEMBER 2011 (continued)**

Statement by the Director

The director acknowledges his responsibility for ensuring that

- (a) The company keeps accounting records which comply with *Section 386 of the Companies Act 2006*, and
- (b) The accounts prepared give a true and fair view of the state of affairs of the company as at 30 September 2011 and of its profit for the period then ended in accordance with the requirements of *Section 393 of the Companies Act 2006* and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as is applicable to the company

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006. For the year ending 30 September 2011 the company was entitled to exemption from audit under section 477(2) of the Companies Act 2006 relating to small companies. These accounts have been delivered in accordance with the provisions applicable to the small companies regime.



M Lench
28 June 2012

OPTIMAL MEDIA SALES LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

PERIOD ENDED 30 SEPTEMBER 2011

1. ACCOUNTING POLICIES

Basis of accounting

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

Turnover

The turnover shown in the profit and loss account represents amounts invoiced and accrued during the financial year exclusive of Value Added Tax

Fixed assets

All fixed assets are initially recorded at cost

Depreciation

Depreciation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful economic life of that asset as follows

Leasehold Improvements	33% reducing balance
Fixtures Fittings and Office Furniture	20% reducing balance
Equipment and Computer Software	33% reducing balance

OPTIMAL MEDIA SALES LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

PERIOD ENDED 30 SEPTEMBER 2011

2. FIXED ASSETS

	Tangible Assets £
COST	
At 1st October 2010	78,068
Additions in period	
Disposals in period	<u>(2,537)</u>
At 30th September 2011	<u><u>75,531</u></u>
DEPRECIATION	
At 1st October 2010	65,496
Charge for the period	3,483
Disposals in period	<u>(2,537)</u>
At 30th September 2011	<u><u>66,442</u></u>
NET BOOK VALUE	
At 30th September 2011	<u><u>9,089</u></u>

3 SHARE CAPITAL

Authorised share capital	2011 £
10,000 Ordinary shares of £1 each	10,000
Allotted, called up and fully paid:	2011
	No £
Ordinary shares of £1 each	200 200