

COMPANY REGISTRATION NUMBER 05209715

OPTIMAL MEDIA SALES LIMITED
ABBREVIATED FINANCIAL STATEMENTS
FOR
THE YEAR ENDED
30 SEPTEMBER 2007

TUESDAY



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OPTIMAL MEDIA SALES LIMITED
ABBREVIATED FINANCIAL STATEMENTS
PERIOD ENDED 30 SEPTEMBER 2007

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OPTIMAL MEDIA SALES LIMITED

COMPANY INFORMATION

PERIOD ENDED 30 SEPTEMBER 2007

The directors have pleasure in presenting their report and the unaudited financial statements of the company for the period from 1st October 2006 to 30th September 2007

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 2007	At 30 September 2006
Mr M Lench	75	75
Mr I Davis	75	75
Mr J Doyle (resigned 31 December 2006)	Nil	25
Mrs L Ellicott (resigned 28 February 2007)	Nil	Nil
Mr D Fitchett	Nil	Nil

Registered Office

Commonwood Farm
Commonwood
Kings Langley
Hertfordshire
WD4 9BB

Approved by M Lench on 23 October 2008



OPTIMAL MEDIA SALES LIMITED

**ABBREVIATED BALANCE SHEET
AT 30 SEPTEMBER 2007**

		2007		2006	
	Note	£	£	£	£
FIXED ASSETS					
Tangible assets	2		29,249		42,559
CURRENT ASSETS					
Debtors		185,388		122,514	
Other debtors		2,035		1,376	
Prepayments		4,255		14,716	
		<u>191,678</u>		<u>138,606</u>	
CREDITORS					
Amounts falling due within one year	3	<u>308,840</u>		<u>330,729</u>	
NET CURRENT (LIABILITIES)			<u>(117,162)</u>		<u>(192,123)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>(87,913)</u>		<u>(149,564)</u>
CAPITAL AND RESERVES					
Share Capital	4		150		175
Profit and loss account			<u>(88,063)</u>		<u>(149,739)</u>
SHAREHOLDERS FUNDS			<u>(87,913)</u>		<u>(149,564)</u>

OPTIMAL MEDIA SALES LIMITED

ABBREVIATED BALANCE SHEET AT 30 SEPTEMBER 2007 (continued)

Statement by the Directors

The Directors have taken advantage of *the exemptions conferred by Section A of Part III of Schedule 8 to the Companies Act 1985* on the basis that the company qualifies as a small company

The exemptions conferred by *Section 249A(1) Companies Act 1985* not to have accounts audited apply to the company and the directors confirm that no notice under *Section 249B(2) Companies Act 1985* has been deposited with the company

The directors acknowledge their responsibility for ensuring that

- (a) The company keeps accounting records that comply with *Section 221 Companies Act 1985*, and
- (b) The accounts give a true and fair view of the state of affairs of the company as at 30 September 2007 and of its loss for the period then ended in accordance with the requirements of *Section 226 Companies Act 1985* and that, insofar as they are applicable to the company, the accounts comply with the requirements of the *Companies Act 1985* as relate to accounts



M Lench
23 October 2008

OPTIMAL MEDIA SALES LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

PERIOD ENDED 30 SEPTEMBER 2007

1. ACCOUNTING POLICIES

Basis of accounting

The abbreviated financial statements have been prepared under historical cost accounting rules. The company has taken advantage of the exemption from preparing a cash flow statement conferred by the Financial Reporting Standard No. 1 on the grounds that it is entitled to the exemptions available in section 246 to 247 Companies Act 1985 for small companies.

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 2007

2. FIXED ASSETS

	Tangible Assets £
COST	
At 1st October 2006	85,664
Additions in period	146
Disposals in period	<u>(633)</u>
At 30th September 2007	<u>85,177</u>
DEPRECIATION	
At 1st October 2006	43,105
Charge for the period	<u>12,823</u>
At 30th September 2007	<u>55,928</u>
NET BOOK VALUE	
At 30th September 2007	<u>29,249</u>

3. CREDITORS: Amounts falling due within one year

	2007 £	2006 £
Loan Notes	-	30,000
Director's Loan	-	20,000
Loan	50,000	50,000
Bank Overdraft	138,667	64,333
Trade Creditors	44,120	44,806
Corporation Tax	-	-
PAYE and social security	15,426	28,595
VAT	16,506	20,541
Other creditors and accruals	<u>44,121</u>	<u>72,454</u>
	<u>308,840</u>	<u>330,729</u>

OPTIMAL MEDIA SALES LIMITED

NOTES TO THE ABBREVIATED ACCOUNTS

PERIOD ENDED 30 SEPTEMBER 2007

4. SHARE CAPITAL

Authorised share capital	2007	
	£	
10,000 Ordinary shares of £1 each	10,000	
Allotted, called up and fully paid:	2007	
	No	£
Ordinary shares of £1 each	150	150