

DIRECT MAIL CAMPAIGN EXPENSE TRACKER

Expense Template for Direct Mail Campaigns

CAMPAIGN NAME	<input type="text"/>
TARGET AUDIENCE	<input type="text"/>
LAUNCH / MAIL DATE	<input type="text"/>
TOTAL MAIL QUANTITY	<input type="text"/>

1. Creative & Design

Graphic Design / Layout

Copywriting

2. List Acquisition & Data

Mailing List Rental / Purchase

Data Cleaning / NCOA Processing

3. Production & Printing

Printing (Brochures/Postcards/Lette

Envelopes / Packaging Materials

4. Assembly & Fulfillment (Mail House)

Addressing / Labeling

Folding / Inserting / Sealing

5. Postage & Delivery

Postage (Standard / First Class)

Shipping to Mail House / Delivery F

6. Tracking & Miscellaneous

Tracking Phone Numbers / QR Cod

TOTAL BUDGETED

TOTAL ACTUAL COST

COST PER MAILPIECE (ACTUAL)

NOTES / OBSERVATIONS