

PRINT MEDIA MARKETING COST CALCULATOR

CAMPAIGN NAME _____

DATE _____

TARGET AUDIENCE _____

PREPARED BY _____

EXPENSE CATEGORY / CHANNEL	DESIGN & COPY	PRINTING & PROD.	DISTRIBUTION / SPACE	TOTAL COST
Newspaper Advertising				
Magazine Advertising				
Direct Mail (Flyers, Postcards, Brochures)				
Outdoor Advertising (Billboards, Posters)				
Other Print Media Expenses				

NOTES & ROI GOALS

Subtotal _____

Tax / Agency Fees _____

Grand Total _____

