

# DIRECT MAIL CAMPAIGN EXPENSE TEMPLATE

CAMPAIGN NAME

TARGET AUDIENCE / LIST SEGMENT

LAUNCH DATE

TOTAL QUANTITY MAILED

## 1. Postcard Campaign Expenses

EXPENSE CATEGORY	ESTIMATED COST	ACTUAL COST	VARIANCE
List Rental / Data Acquisition	<input type="text"/>	<input type="text"/>	<input type="text"/>
Graphic Design & Copywriting	<input type="text"/>	<input type="text"/>	<input type="text"/>
Printing & Production	<input type="text"/>	<input type="text"/>	<input type="text"/>
Postage / Mailing Fees	<input type="text"/>	<input type="text"/>	<input type="text"/>
Addressing & Mailing House Services	<input type="text"/>	<input type="text"/>	<input type="text"/>
Tracking Mechanism (QR Codes/PURLs/Phone)	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Subtotal: Postcard Campaign</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>

## 2. Letter Campaign Expenses

EXPENSE CATEGORY	ESTIMATED COST	ACTUAL COST	VARIANCE
List Rental / Data Acquisition	<input type="text"/>	<input type="text"/>	<input type="text"/>
Creative Design, Copy & Layout	<input type="text"/>	<input type="text"/>	<input type="text"/>
Stationery (Outer Envelopes, Letterhead, BRE)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Printing & Personalization (Laser Imaging)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Lettershop Services (Folding, Inserting, Sealing)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Postage	<input type="text"/>	<input type="text"/>	<input type="text"/>

EXPENSE CATEGORY	ESTIMATED COST	ACTUAL COST	VARIANCE
Response Management (BRE Permit, PO Box)	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Subtotal: Letter Campaign</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>

### Campaign Budget Summary

TOTAL CAMPAIGN BUDGET

TOTAL ACTUAL SPEND

NET VARIANCE

AVERAGE COST PER PIECE (EST.)

AVERAGE COST PER PIECE (ACTUAL)

OVER / UNDER BUDGET STATUS