

DIRECT MAIL CAMPAIGN

Expense Calculation Template

Campaign Name	<input type="text"/>
Campaign ID	<input type="text"/>
Target Launch Date	<input type="text"/>
Total Mailer Quantity	<input type="text"/>

EXPENSE CATEGORY / ITEM	BUDGETED UNIT COST	ACTUAL UNIT COST	BUDGETED TOTAL	ACTUAL TOTAL
1. Creative, Design & Copywriting				
Graphic Design Fees	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Copywriting Fees	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Proofing & Revision Cycles	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. Mailing Lists & Data				
List Rental / Purchase	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Data Cleaning / NCOA Processing	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
De-duplication Services	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3. Printing & Production				
Paper Stock & Envelopes	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Color Printing	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Folding, Inserting & Sealing	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Addressing / Labeling / Inkjetting	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4. Postage & Delivery				

EXPENSE CATEGORY / ITEM	BUDGETED UNIT COST	ACTUAL UNIT COST	BUDGETED TOTAL	ACTUAL TOTAL
Standard / First Class Postage	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Sorting & Presort Bureau Fees	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Shipping / Transport to USPS Entry Point	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5. Tracking, Fulfillment & Overhead				
Unique Phone Lines / QR Codes	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Dedicated Landing Page Setup	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Return Mail Management	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
TOTAL CAMPAIGN COST			<input type="text"/>	<input type="text"/>

TOTAL BUDGETED COST
TOTAL ACTUAL COST
VARIANCE (+/-)
ACTUAL COST PER MAILER

Campaign Notes & Observations