DIRECT MAIL ADVERTISING COST LEDGER

Expense Template for Direct Mail Campaigns

CAMPAIGN NAME:

DATE INITIATED:

TARGET AUDIENCE:

TOTAL MAIL QUANTITY:

ALLOCATED BUDGET

TOTAL ACTUAL SPENT

VARIANCE (+ / -)

DATE	CATEGORY	DESCRIPTION / ITEM	VENDOR	QTY	UNIT COST	TOTAL COST	STATUS
Total Direct Mail Campaign Expenses							

NOTES / CAMPAIGN PERFORMANCE REMARKS