

OFFLINE ADVERTISING COST BREAKDOWN

Print & Physical Media Expense Template

Company Name:		Date:	
Campaign Name:		Prepared By:	
Target Audience:		Approved By:	

EXPENSE ITEM / CHANNEL	VENDOR / PUBLICATION	ESTIMATED COST	ACTUAL COST	VARIANCE
1. Print Media Placement				
Newspaper Ads				
Magazine Advertisements				
Industry Journals / Trade Pubs				
Local Directories / Yellow Pages				
Subtotal - Placement				
2. Creative Design & Production				
Graphic Design Fees				
Copywriting Services				
Photography / Licensing				
Pre-press Proofing				
Subtotal - Creative				
3. Printing & Material Collateral				
Brochures / Pamphlets				
Flyers / Leaflets				
Postcards / Direct Mailers				
Banners / Posters				
Subtotal - Printing				
4. Distribution & Logistics				
Direct Mail Postage / Delivery				
Distribution Agency Fees				
Insert Fees				
Subtotal - Distribution				
TOTAL OFFLINE ADVERTISING EXPENSES				

Prepared By (Signature / Date)

Authorized Approval (Signature / Date)