

# POSTAL MAIL MARKETING BUDGET & EXPENSE SHEET

CAMPAIGN NAME

TARGET LAUNCH DATE

TOTAL QUANTITY (PIECES)

TARGET AUDIENCE

TOTAL BUDGET ALLOCATED

TOTAL ACTUAL SPEND

REMAINING BALANCE

ACTUAL COST PER PIECE

**1. Creative & Graphic Design**

**2. Mailing List Purchase / Rental & Data Processing**

**3. Printing, Production & Materials**

**4. Postage & Mailing House Services**

**5. Tracking, Mechanics & Analytics (QR/PURLs)**

**Total Campaign Cost**

**CAMPAIGN NOTES & OBSERVATIONS**