

DIRECT MAIL & PRINT ADVERTISING BUDGET

Campaign Name:

Budget Period:

Prepared By:

Date Prepared:

TOTAL BUDGETED
TOTAL ACTUAL
TOTAL VARIANCE

Direct Mail Campaign Expenses

Expense Item	Budgeted (\$)	Actual (\$)	Variance (\$)	Notes
Mailing List Rental/Acquisition				
Graphic Design & Layout				
Copywriting				
Printing & Production				
Envelopes & Packaging				
Postage / Delivery Fees				
Fulfillment & Handling Services				
Tracking (QR Codes, Custom URLs, etc.)				
Direct Mail Subtotal				

Print Advertising Expenses

Expense Item	Budgeted (\$)	Actual (\$)	Variance (\$)	Notes
Newspaper Ad Placements				
Magazine Ad Placements				
Trade Publication Placements				
Local Directory & Yellow Pages				
Flyer / Brochure Distribution				
Graphic Design Fees (External)				
Ad Agency Commission/Fees				
Print Advertising Subtotal				

Summary of Totals

Category	Budgeted (\$)	Actual (\$)	Variance (\$)	Notes
Total Direct Mail Expenses				
Total Print Advertising Expenses				
GRAND TOTAL				