

Direct Mail Promotions Cost Sheet

PROMOTION:

Date:

FIXED COSTS		Materials & Labor	
CREATIVE	Writing Copy		
	Design and Layout		
	Artwork (mechanicals and finished art)		
	Photography (photos, models/talent, retouching)		
PRINTING	Typesetting (typography, proofing, corrections)		
	PREP	Paste up Camera-ready Copy	
		Half-tones, Color Separations	
		Platemaking (camera work, proofs, negatives, stripping, plates)	
LIST	List Selections (zip code, hotline names, other)		
	Merge/Purge (updating lists)		
OVERHEAD	Percentage of Overhead for Advertising & Mailing Depts		
OTHER			
TOTAL		\$	

VARIABLE COSTS		Unit Cost
PRINTING	Letter (paper)	
	Outer Envelope	
	Reply Envelope	
	Order Form, Response Vehicle, Reply Card (BRC)	
	Brouchure, Catalog	
	Newsletter	
	Other Inserts (lift letter, buck slip, etc.)	
LIST	List Rental	
MAILING	Inserting	
	Addressing and Labeling	
	Sorting, Metering and Mailing	
POSTAGE	First Class, Bulk Rate, Alternative Delivery Methods	
OTHER		
TOTAL		\$

	Calculation Formula	1000	10,000	100,000	Million	3000
Cost/# of Units	(Fixed Costs) + (Variable Costs x 1000) =					
Unit Cost	[(Fixed Costs) + (Variable Costs x 1000)]/1000 =					