

## Direct Mail Promotions Cost Sheet

**PROMOTION:**

**Date:**

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

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

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