

MEDIA PLANNING TEMPLATE - DIRECT MAIL

Name of Direct Mail Campaign: _____

Campaign Code: _____

Products/Services Promoted: _____

Target Audience: _____

Goal: _____

Budget: _____

Actual Spent: _____

Mailing Lists

List Source	Number of Contacts	Selects	Frequency	Cost

Incentive to Respond

Gift	Free Offer	Cost

Style

Self Mailer	
Letter	
Personalized	
Number of Colors or B&W	
Custom - If yes indicate size	

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Production

Printing	Color or B&W	No. of Pieces	Cost
Mailing House			

Call to Action

Landing Page URL	Telephone	Fax	Post Card

Tracking Results

Total Cost of Campaign	No. Mailed/ Cost per Piece	No. Leads/ Cost per Lead	No. Sales/ Cost per Sale	Gross Sales	ROI