Direct Mail Promotion Record

PROMOTION: **Date:**

Description of Promotion	**Product Price**		**House List Cost / m**	
	Gross Margin		**Outside List Cost / m** (avg.)	
	BE / m (house)		**# of Orders / m Needed For**	
Results Totaled	**BE / m** (outside)		**A) $** **B) $** **Profit / m**	

P														**Total**

	List	**# of Names**	**Date Mailed**	**Key**	**BE**	**Net**	**Net/m**	**Comments**		
						$	$			
1										**T**
				Total Sales:						
						$	$			
2										**T**
				Total Sales:						
						$	$			
3										**T**
				Total Sales:						
						$	$			
4										**T**
				Total Sales:						
						$	$			
5										**T**
				Total Sales:						
						$	$			
6										**T**
				Total Sales:						
						$	$			
7										**T**
				Total Sales:						
8										**T**
				Total Sales:						
						$	$			
9										**T**
				Total Sales:						

	$	$	
Total Responses	**Total Sales**	**Profit**	**Notes**

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