

Direct Mail Schedule and Checklist

4 Week Leadtime

<input type="checkbox"/>	Write Sales Copy for Your Offer	Must Be Done Prior To Scheduling Out Direct Mail Campaign	Date: _____
<input type="checkbox"/>	Sales Copy Design - Lay Out the Sales Piece in the Format You Want to Mail		Date: _____
<input type="checkbox"/>	Give List Broker the Mail Schedule & Ask For List Recommendations	32 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Request Printing Quote for Sales Piece	32 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Place List Orders with List Broker	28 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Give Mailing Schedule to Data Processing Company	25 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Artwork Due at Printer	25 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Approve Bluelines and Color Proof From Printer	22 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Send Data Processor Suppression Files and Seed List	15 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	List Due Date	14 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Issue Merge Purge Instructions	14 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Approve Merge Purge	11 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Issue Key Codes and Splits	11 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Issue Lettershop Instructions	11 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Approve Key Codes and Splits	10 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Mail File Due at Lettershop	7 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Printing Due at Lettershop	7 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Postage Request from Lettershop	3 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Approve Address Panel(s)	3 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Special Reports Due From Data Processor (Broker Report, Net Name Report, Interaction Report)	2 Days Prior To Mail Date	Date: _____
<input type="checkbox"/>	Postage Due	1 Day Prior To Mail Date	Date: _____

Mail Date: