

Your Program Checklist

Getting your direct mail or corporate gifting program live is a straightforward, collaborative process. Use this checklist to track key milestones, understand what to prepare, and see exactly what PFL manages for you.

Phase 1: Order & Artwork	Owner	Est. Timeline
<input type="checkbox"/> Sign order form	You	Day 1
<input type="checkbox"/> Submit print-on-demand (PoD) artwork to PFL	You	Day 1
<input type="checkbox"/> Submit artwork for each static print/package/promo component (if applicable)	You	Day 1
<input type="checkbox"/> PFL sends digital proof for your review	PFL	1 business day
<input type="checkbox"/> Review and approve digital artwork proof(s)	You	–

Phase 2: Template & Test	Owner	Est. Timeline
<input type="checkbox"/> PFL creates variable data template	PFL	4 business days*
<input type="checkbox"/> PFL notifies you to send a test order in the app	PFL	1 business day
<input type="checkbox"/> Place test order in the platform	You	–
<input type="checkbox"/> PFL provides digital PoD proof of test order	PFL	1 business day
<input type="checkbox"/> Approve test order	You	–

*If template changes are required, PFL's turnaround is 2 additional business days.

Phase 2b: Kit Components (Inventory Items Only)	Owner	Est. Timeline
<input type="checkbox"/> PFL orders kit components on your behalf	PFL	Varies by item
<input type="checkbox"/> PFL receives and checks in all components	PFL	2 business days
<input type="checkbox"/> PFL constructs sample kit	PFL	4 business days
<input type="checkbox"/> Notify PFL if you need a physical proof kit shipped	You	–
<input type="checkbox"/> PFL sends virtual (or physical) proof kit for review	PFL	Included above
<input type="checkbox"/> Approve kit proof(s) - Final Approval Step	You	–

Phase 3: Live	Owner	Est. Timeline
<input type="checkbox"/> All kits constructed and available in inventory	PFL	–
<input type="checkbox"/> Program is live and ready to send	Complete	–

*Add 1 business day for each additional template.

PRINT-ON-DEMAND
6–8 Business Days

INVENTORY KIT
12–24 business days
(dependent on components)

PoD = Print on Demand | CSA = Customer Success Associate | SLA = Service Level Agreement

Budget Estimator

Use this quick reference to estimate campaign cost before you plan.

Format	Volume	Per Piece	Est. Total Cost	Avg. Response Rate
Postcard (4x6)	5,000	\$0.13*	\$689*	5.7%
Postcard (6x11)	5,000	\$0.30*	\$1,544*	5.7%
Letter + #10 DW Env	5,000	\$0.26	\$1,323*	8.3%
Greeting Card (5x7)	5,000	\$1.02	\$5,100	Up to 50%
Snap Pack	50,000	\$0.44	\$22,000	95% open rate
Brochure + Emergen-C	180	\$8.05	\$1,449	N/A
Catalog (5.5x8.5, 8pg)	500	\$1.69	\$845	10.3%
Easy Packaging Kit	48	\$23+per kit	Varies	N/A

*Pricing is for estimation purposes only and includes printing and mailing service fees. Program setup, postage, variable data templating fees, and taxes are not included in this estimate. Pricing applies exclusively to online sends managed through a PFL software solution. Contact your Account Team for a quote.

Response rates sourced from ANA/DMA Response Rate Report, Focus Digital 2025 Industry Analysis, and Postalytics. Actual results vary by list quality, offer, and personalization.

Timeline Builder

Plan backward from your target in-home date using these benchmarks.

Milestone	Lead Time Needed
List finalized + cleaned	6 weeks before mail date
Creative brief approved	5 weeks before mail date
Artwork to PFL for QA	3 weeks before mail date
Proof approval	2 weeks before mail date
Print production	5–7 business days
USPS delivery window	3–5 days (standard), 1–2 days (priority)
Digital follow-up launch	Day 5 after expected delivery

Ready to get started?

Reach out to your PFL representative to kick off your next campaign.