

Marketing Plan: DEC-07 Charter offer mailing-dropped in 12/07

Pub Code	Tracking Code	Tracking code description List description/Premium	Mail Date 1st Resp	Week							Total		
				1	2	3	4	5	6	7		>7	
QWKFIL	CHR-01	Charter offer -- control package Characters from Fiction.	12/11/07										
		Price: \$120.00 Term: 12 Mailed: 200 Response: 1.50%	12/20/07	1	2	0	0	0	0	0	0	0	3
QWKFIL	CHR-02	Charter offer -- control package Famous Politicians	12/11/07										
		Price: \$120.00 Term: 12 Mailed: 2,000 Response: 2.45%	12/20/07	7	29	10	3	0	0	0	0	0	49
		Price: \$220.00 Term: 24 Mailed: 2,000 Response: 0.30%	12/28/07	6	0	0	0	0	0	0	0	0	6
QWKFIL	CHR-03	Charter offer -- premium test Famous Politicians	12/11/07										
		Price: \$120.00 Term: 12 Perpetual Calendar Mailed: 200 Response: 2.00%	12/20/07	4	0	0	0	0	0	0	0	0	4
QWKFIL	CHR-04	Charter offer-control package-term test Famous Politicians	12/11/07										
		Price: \$75.00 Term: 6 Mailed: 200 Response: 2.00%	12/20/07	2	2	0	0	0	0	0	0	0	4
		Price: \$120.00 Term: 12 Mailed: 200 Response: 1.50%	12/28/07	3	0	0	0	0	0	0	0	0	3
Marketing Plan Total		Mailed: 2,600	Orders: 69	Response: 2.65%									