

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

Pub Code	Tracking Code	Tracking code description List description	Mail Date 1st Resp	Week								Total
				1	2	3	4	5	6	7	>7	
QWKFIL	CHR-01	Charter offer -- control package Characters from Fiction. Mailed: 200 Response: 1.50%	12/11/07 12/20/07	1	2	0	0	0	0	0	0	3
QWKFIL	CHR-02	Charter offer -- control package Famous Politicians Mailed: 2,000 Response: 2.75%	12/11/07 12/20/07	7	35	10	3	0	0	0	0	55
QWKFIL	CHR-03	Charter offer -- premium test Famous Politicians Mailed: 200 Response: 2.00%	12/11/07 12/20/07	4	0	0	0	0	0	0	0	4
QWKFIL	CHR-04	Charter offer-control package-term test Famous Politicians Mailed: 200 Response: 3.50%	12/11/07 12/20/07	2	5	0	0	0	0	0	0	7

Marketing Plan Total Mailed: 2,600 Orders: 69 Response: 2.65%