

MAIL Direct Mail

Pub Track	List description Track description	No/Date Mailed	Cost %Paid	Total/Paid			Rec - Cost	Rec/Cst	
				Orders	%Resp	Cst/Order			
AIC	QWIKFILL Active subs	186	24	20	10.75%	1.20	4,836	4,812	201.50
AIC101	AIC 10/07 QwikFill Actives	11/06/07	80.0%	16	8.60%	1.50	4,773	4,749	198.88
AIC	QWIKFILL Former actives	96	12	8	8.33%	1.50	1,920	1,908	160.00
AIC102	AIC 10/07 QwikFill Former Actives	11/06/07	0.0%	0	0.00%		0	-12	0.00
AIC	Famous Politicians	400	148	6	1.50%	24.66	1,296	1,148	8.76
CMB001	Testing 10% off for combo offer (2 pubs)	11/30/07	0.0%	0	0.00%		0	-148	0.00
QWKFIL	Characters from Fiction.	800	176	26	3.25%	6.76	2,271	2,095	12.90
0510F	Fictional/6mo or 12 mo/no premiums	10/05/05	100.0%	26	3.25%	6.76	2,266	2,090	12.88
QWKFIL	Famous Politicians	800	156	30	3.75%	5.20	2,745	2,589	17.60
0510P	Politicians/6mo or 12 mo/no premiums	10/05/05	80.0%	24	3.00%	6.50	2,295	2,139	14.71
QWKFIL	Characters from Fiction.	800	176	45	5.63%	3.91	4,347	4,171	24.70
0609F	Fictional/6mo or 12 mo/no premiums	09/02/06	100.0%	45	5.63%	3.91	4,345	4,169	24.69
QWKFIL	Famous Politicians	800	156	28	3.50%	5.57	2,235	2,079	14.33
0609P	Politicians/6mo or 12 mo/no premiums	09/02/06	96.4%	27	3.38%	5.77	2,187	2,031	14.02
QWKFIL	Characters from Fiction.	400	88	32	8.00%	2.75	2,797	2,709	31.78
078REG	Control for Bill-Me Test	08/11/07	100.0%	32	8.00%	2.75	2,797	2,709	31.78
QWKFIL	Characters from Fiction.	400	90	52	13.00%	1.73	3,936	3,846	43.73
078TST	Bill-Me Test	08/11/07	53.8%	28	7.00%	3.21	2,267	2,177	25.19
QWKFIL	Characters from Fiction.	200	44	3	1.50%	14.66	360	316	8.18
CHR-01	Charter offer -- control package	12/11/07	100.0%	3	1.50%	14.66	360	316	8.18
QWKFIL	Famous Politicians	2,000	390	55	2.75%	7.09	7,200	6,810	18.46
CHR-02	Charter offer -- control package	12/11/07	83.6%	46	2.30%	8.47	6,120	5,730	15.69
QWKFIL	Famous Politicians	200	39	4	2.00%	9.75	480	441	12.31
CHR-03	Charter offer -- premium test	12/11/07	0.0%	0	0.00%		114	75	2.92
QWKFIL	Famous Politicians	200	39	7	3.50%	5.57	660	621	16.92
CHR-04	Charter offer-control package-term test	12/11/07	42.9%	3	1.50%	13.00	295	256	7.56
QWKFIL	Famous Politicians	400	148	6	1.50%	24.66	648	500	4.38
CMB001	Testing 10% off for combo offer (2 pubs)	11/30/04	0.0%	0	0.00%		0	-148	0.00
Channel Total		7,682	1,686 77.6%	322 250	4.19% 3.25%	5.23 6.74	35,731 27,819	34,045 26,133	21.19 16.50

MISC Miscellaneous orders

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				Orders	%Resp	Cst/Order	Receipts	Rec - Cost	Rec/Cst
AIC DRIFT	Drift orders	0	0 0.0%	4 0		0.00	960 0	960 0	
QWKFIL DRIFT	Drift orders	0	0 69.2%	13 9		0.00	1,070 683	1,070 683	
QWKFIL GIFTS	Gift orders - not part of any promotion	0	0 50.0%	8 4		0.00	2,400 480	2,400 480	
QWKFIL MULTI	Multiple-copy orders	0	0 50.0%	8 4		0.00	2,340 1,380	2,340 1,380	
Channel Total		0	0 51.5%	33 17		0.00 0.00	6,770 2,543	6,770 2,543	

WEB Internet orders

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				Orders	%Resp	Cst/Order	Receipts	Rec - Cost	Rec/Cst
QWKFIL		0	0	143		0.00	13,649	13,649	
WEBORD	Web orders		95.8%	137		0.00	12,998	12,998	
Channel Total		0	0	143		0.00	13,649	13,649	
			95.8%	137		0.00	12,998	12,998	
Total		7,682	1,686	498	6.48%	3.38	56,150	54,464	33.30
			81.1%	404	5.26%	4.17	43,360	41,674	25.72

*** Warning, incomplete data on number mailed ***