

**FICTION Characters from Fiction.**

Pub Track	List description Track description	No/Date Mailed	Cost %Paid	Total/Paid					
				Orders	%Resp	Cst/Order	Receipts	Rec - Cost	Rec/Cst
QWKFIL 0510F	Characters from Fiction. Fictional/6mo or 12 mo/no premiums	800 10/05/05	176 100.0%	26 26	3.25% 3.25%	6.76 6.76	2,271 2,266	2,095 2,090	12.90 12.88
QWKFIL 0609F	Characters from Fiction. Fictional/6mo or 12 mo/no premiums	800 09/02/06	176 100.0%	45 45	5.63% 5.63%	3.91 3.91	4,347 4,345	4,171 4,169	24.70 24.69
QWKFIL 078REG	Characters from Fiction. Control for Bill-Me Test	400 08/11/07	88 100.0%	32 32	8.00% 8.00%	2.75 2.75	2,797 2,797	2,709 2,709	31.78 31.78
QWKFIL 078TST	Characters from Fiction. Bill-Me Test	400 08/11/07	90 53.8%	52 28	13.00% 7.00%	1.73 3.21	3,936 2,267	3,846 2,177	43.73 25.19
QWKFIL CHR-01	Characters from Fiction. Charter offer -- control package	200 12/11/07	44 100.0%	3 3	1.50% 1.50%	14.66 14.66	360 360	316 316	8.18 8.18
<b>List Total</b>		<b>2,600</b>	<b>574 84.8%</b>	<b>158 134</b>	<b>6.08% 5.15%</b>	<b>3.63 4.28</b>	<b>13,711 12,035</b>	<b>13,137 11,461</b>	<b>23.89 20.97</b>

**POLITICIAN Famous Politicians**

Pub Track	List description Track description	No/Date Mailed	Cost %Paid	Total/Paid					
				Orders	%Resp	Cst/Order	Receipts	Rec - Cost	Rec/Cst
QWKFIL 0510P	Famous Politicians Politicians/6mo or 12 mo/no premiums	800 10/05/05	156 80.0%	30 24	3.75% 3.00%	5.20 6.50	2,745 2,295	2,589 2,139	17.60 14.71
QWKFIL 0609P	Famous Politicians Politicians/6mo or 12 mo/no premiums	800 09/02/06	156 96.4%	28 27	3.50% 3.38%	5.57 5.77	2,235 2,187	2,079 2,031	14.33 14.02
QWKFIL CHR-02	Famous Politicians Charter offer -- control package	2,000 12/11/07	390 83.6%	55 46	2.75% 2.30%	7.09 8.47	7,200 6,120	6,810 5,730	18.46 15.69
QWKFIL CHR-03	Famous Politicians Charter offer -- premium test	200 12/11/07	39 0.0%	4 0	2.00% 0.00%	9.75	480 114	441 75	12.31 2.92
QWKFIL CHR-04	Famous Politicians Charter offer-control package-term test	200 12/11/07	39 42.9%	7 3	3.50% 1.50%	5.57 13.00	660 295	621 256	16.92 7.56
<b>List Total</b>		<b>4,000</b>	<b>780 80.6%</b>	<b>124 100</b>	<b>3.10% 2.50%</b>	<b>6.29 7.80</b>	<b>13,320 11,011</b>	<b>12,540 10,231</b>	<b>17.08 14.12</b>