

DEC-07 Charter offer mailing-dropped in 12/07

Pub Track	List description Track description	No/Date Mailed	Cost %Paid	Total/Paid					
				Orders	%Resp	Cst/Order	Receipts	Rec - Cost	Rec/Cst
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
Marketing Plan Total		2,600	512	69	2.65%	7.42	8,700	8,188	16.99
			75.4%	52	2.00%	9.84	6,889	6,377	13.46
Total		2,600	512	69	2.65%	7.42	8,700	8,188	16.99
			75.4%	52	2.00%	9.84	6,889	6,377	13.46