

QWKFIL QuickFill : Subscription Fulfillment Made Easy!

1st renewal

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

Expire year	Cohort size	Renewed and paid		Renewed		Canceled		Requalified/Expired		No Action	Gross Receipts	Net Receipts	
2008	10	10	100.0%	10	100.0%	0	0.0%	0	0.0%	0	0.0%	1,500.00	1,500.00
2007	44	33	97.1%	34	77.3%	0	0.0%	10	22.7%	0	0.0%	4,368.60	4,318.57
Total	54	43	97.7%	44	81.5%	0	0.0%	10	18.5%	0	0.0%	5,868.60	5,818.57

Effort responded to 0 1 2 3 4 5 6 7 8 9 10 11 12

2008														
Mailed	10	10	7	6	5									
Renewed	0	3	2	3	2									
% of mailed	0.0%	30.0%	28.6%	50.0%	40.0%									
% of cohort	0.0%	30.0%	20.0%	30.0%	20.0%									
% of renewed paid	0.0%	100.0%	100.0%	100.0%	100.0%									
2007														
Mailed	44	44	30	23	16	12	11							
Renewed	0	14	10	5	4	0	1							
% of mailed	0.0%	31.8%	33.3%	21.7%	25.0%	0.0%	9.1%							
% of cohort	0.0%	31.8%	22.7%	11.4%	9.1%	0.0%	2.3%							
% of renewed paid	0.0%	100.0%	90.0%	100.0%	100.0%	0.0%	100.0%							
All expire years														
Mailed	54	54	37	29	21	12	11							
Renewed	0	17	12	8	6	0	1							
% of mailed	0.0%	31.5%	32.4%	27.6%	28.6%	0.0%	9.1%							
% of cohort	0.0%	31.5%	22.2%	14.8%	11.1%	0.0%	1.9%							
% of renewed paid	0.0%	100.0%	91.7%	100.0%	100.0%	0.0%	100.0%							

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2nd renewal

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

Expire year	Cohort size	Renewed and paid		Renewed		Canceled		Requalified/Expired		No Action		Gross Receipts	Net Receipts
2009	22	22	100.0%	22	100.0%	0	0.0%	0	0.0%	0	0.0%	2,377.20	2,377.20
2008	78	69	100.0%	69	88.5%	0	0.0%	6	7.7%	3	3.8%	8,318.40	8,318.40
2007	1	1	100.0%	1	100.0%	0	0.0%	0	0.0%	0	0.0%	120.00	120.00
Total	101	92	100.0%	92	91.1%	0	0.0%	6	5.9%	3	3.0%	10,815.60	10,815.60
Effort responded to	0	1	2	3	4	5	6	7	8	9	10	11	12
2009													
Mailed	22	22	15	6									
Renewed	0	10	6	6									
% of mailed	0.0%	45.5%	40.0%	100.0%									
% of cohort	0.0%	45.5%	27.3%	27.3%									
% of renewed paid	0.0%	100.0%	100.0%	100.0%									
2008													
Mailed	78	75	55	29	19	6							
Renewed	0	29	29	7	4	0							
% of mailed	0.0%	38.7%	52.7%	24.1%	21.1%	0.0%							
% of cohort	0.0%	37.2%	37.2%	9.0%	5.1%	0.0%							
% of renewed paid	0.0%	100.0%	100.0%	100.0%	100.0%	0.0%							
2007													
Mailed	1	1	1	1	1								
Renewed	0	0	0	0	1								
% of mailed	0.0%	0.0%	0.0%	0.0%	100.0%								
% of cohort	0.0%	0.0%	0.0%	0.0%	100.0%								
% of renewed paid	0.0%	0.0%	0.0%	0.0%	100.0%								
All expire years													
Mailed	101	98	71	36	20	6							
Renewed	0	39	35	13	5	0							
% of mailed	0.0%	39.8%	49.3%	36.1%	25.0%	0.0%							
% of cohort	0.0%	38.6%	34.7%	12.9%	5.0%	0.0%							
% of renewed paid	0.0%	100.0%	100.0%	100.0%	100.0%	0.0%							

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3rd+ renewal

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

<u>Expire year</u>	<u>Cohort size</u>	<u>Renewed and paid</u>		<u>Renewed</u>		<u>Canceled</u>		<u>Requalified/ Expired</u>		<u>No Action</u>		<u>Gross Receipts</u>	<u>Net Receipts</u>
2009	72	43	100.0%	43	59.7%	0	0.0%	3	4.2%	26	36.1%	3,630.00	3,627.21
2008	82	13	100.0%	13	15.9%	0	0.0%	0	0.0%	69	84.1%	1,119.60	1,119.60
Total	154	56	100.0%	56	36.4%	0	0.0%	3	1.9%	95	61.7%	4,749.60	4,746.81

Effort responded to 0 1 2 3 4 5 6 7 8 9 10 11 12

2009													
Mailed	72	64	40	27	21	3							
Renewed	0	24	13	6	0	0							
% of mailed	0.0%	37.5%	32.5%	22.2%	0.0%	0.0%							
% of cohort	0.0%	33.3%	18.1%	8.3%	0.0%	0.0%							
% of renewed paid	0.0%	100.0%	100.0%	100.0%	0.0%	0.0%							

2008													
Mailed	82	23	17	9	3								
Renewed	0	6	4	0	3								
% of mailed	0.0%	26.1%	23.5%	0.0%	100.0%								
% of cohort	0.0%	7.3%	4.9%	0.0%	3.7%								
% of renewed paid	0.0%	100.0%	100.0%	0.0%	100.0%								

All expire years													
Mailed	154	87	57	36	24	3							
Renewed	0	30	17	6	3	0							
% of mailed	0.0%	34.5%	29.8%	16.7%	12.5%	0.0%							
% of cohort	0.0%	19.5%	11.0%	3.9%	1.9%	0.0%							
% of renewed paid	0.0%	100.0%	100.0%	100.0%	100.0%	0.0%							

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All renewals

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

Expire year	Cohort size	Renewed and paid		Renewed		Canceled		Requalified/Expired		No Action		Gross Receipts	Net Receipts
2009	94	65	100.0%	65	69.1%	0	0.0%	3	3.2%	26	27.7%	6,007.20	6,004.41
2008	170	92	100.0%	92	54.1%	0	0.0%	6	3.5%	72	42.4%	10,938.00	10,938.00
2007	45	34	97.1%	35	77.8%	0	0.0%	10	22.2%	0	0.0%	4,488.60	4,438.57
Total	309	191	99.5%	192	62.1%	0	0.0%	19	6.1%	98	31.7%	21,433.80	21,380.98
Effort responded to	0	1	2	3	4	5	6	7	8	9	10	11	12
2009													
Mailed	94	86	55	33	21	3							
Renewed	0	34	19	12	0	0							
% of mailed	0.0%	39.5%	34.5%	36.4%	0.0%	0.0%							
% of cohort	0.0%	36.2%	20.2%	12.8%	0.0%	0.0%							
% of renewed paid	0.0%	100.0%	100.0%	100.0%	0.0%	0.0%							
2008													
Mailed	170	108	79	44	27	6							
Renewed	0	38	35	10	9	0							
% of mailed	0.0%	35.2%	44.3%	22.7%	33.3%	0.0%							
% of cohort	0.0%	22.4%	20.6%	5.9%	5.3%	0.0%							
% of renewed paid	0.0%	100.0%	100.0%	100.0%	100.0%	0.0%							
2007													
Mailed	45	45	31	24	17	12	11						
Renewed	0	14	10	5	5	0	1						
% of mailed	0.0%	31.1%	32.3%	20.8%	29.4%	0.0%	9.1%						
% of cohort	0.0%	31.1%	22.2%	11.1%	11.1%	0.0%	2.2%						
% of renewed paid	0.0%	100.0%	90.0%	100.0%	100.0%	0.0%	100.0%						
All expire years													
Mailed	309	239	165	101	65	21	11						
Renewed	0	86	64	27	14	0	1						
% of mailed	0.0%	36.0%	38.8%	26.7%	21.5%	0.0%	9.1%						
% of cohort	0.0%	27.8%	20.7%	8.7%	4.5%	0.0%	0.3%						
% of renewed paid	0.0%	100.0%	98.4%	100.0%	100.0%	0.0%	100.0%						