

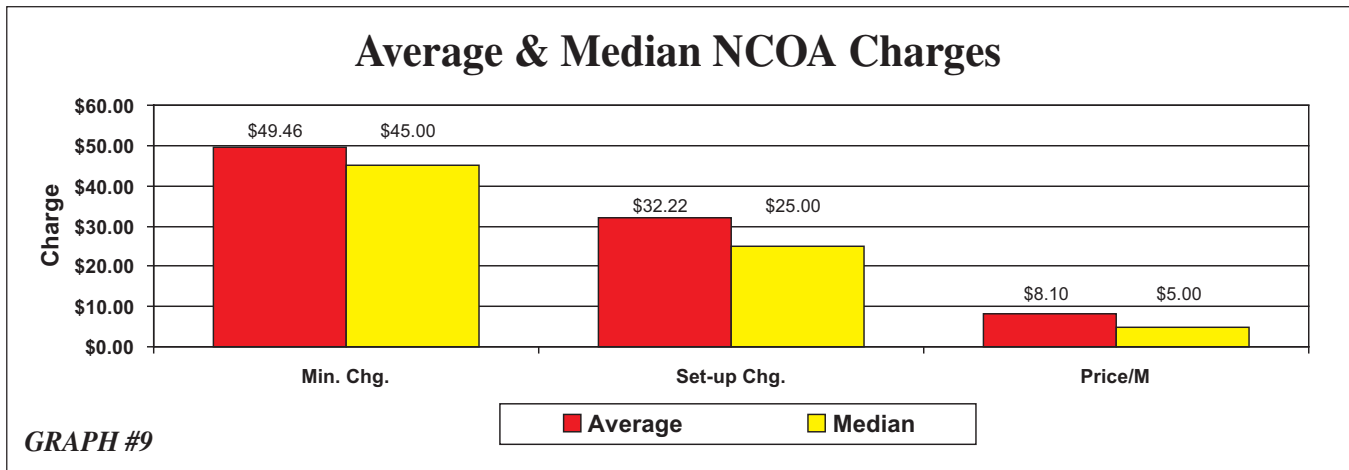
PART 2 - LIST & DATABASE PROCESSING

1. **List Set-up** - Your charge to download, import and CASS-certify a customer supplied list through your mailing software in preparation for a mailing: *(Do not include NCOA or addressing fees here)*

	Min. Charge	Set-up Charge	Price/M
Average	\$51.14	\$43.75	\$16.28
Median	\$40.00	\$35.00	\$10.00
Majority High	\$85.35	\$66.20	\$27.16
Majority Low	\$21.65	\$21.31	\$5.41
Percent of respondents indicating they apply this charge:.....	67%	55%	59%

2. **NCOA (Link) Processing** - How does your firm currently process mailing lists through NCOA?

	PERCENT
Process In-House Using Mailing Software	71.0%
Broker this Service to an Outside Firm	29.0%



CHARGES FOR NCOA SERVICES – As you will see from the Pie-chart on the following page, approximately 91% of all our participants indicated they charge, directly or indirectly, for various NCOA services. Approximately 67% (See responses and data in question #1 above) of all respondents report they impose an average minimum charge of \$49.46; the median charge is very close at \$49.00. Note too the average and median charges for both Set-up fees and prices Per/M.

Unless noted otherwise, all sorts, ratios and pricing information excluded firms with annual sales less than \$100,000 or greater than \$10 million; In addition, qualifying firms also had to process at least 10,000 pieces per month to qualify for any sort or extraction.

All ratios and data related to sales exclude postage income.