



# Response by Mailing

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

Mailing: A199J

Desc: Sample Mailin

Date: 18-OCT-99

Type: Acquisition

Qty Mailed: 584,513

List Name	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
Sample List	4,658	78	1,266.00	159.89	1,106.11	16.23	1.67%	237.46	0.13	791.79%
Sample List	57,529	848	16,659.25	6,449.92	10,209.33	19.65	1.47%	177.46	0.39	258.29%
Sample List	12,854	232	4,818.50	480.11	4,338.39	20.77	1.80%	337.51	0.10	1,003.62%
Sample List	40,859	322	6,505.00	4,039.68	2,465.32	20.20	0.79%	60.34	0.62	161.03%
Sample List	19,546	194	4,006.00	2,125.77	1,880.23	20.65	0.99%	96.20	0.53	188.45%
Sample List	8,870	38	793.00	700.35	92.65	20.87	0.43%	10.45	0.88	113.23%
Sample List	18,179	318	3,087.33	478.96	2,608.37	9.71	1.75%	143.48	0.16	644.59%
Sample List	8,067	169	2,651.00	165.50	2,485.50	15.69	2.09%	308.11	0.06	1,601.81%
Sample List	8,704	164	2,548.00	235.02	2,312.98	15.54	1.88%	265.74	0.09	1,084.16%
Sample List	34,621	421	9,646.02	799.68	8,846.34	22.91	1.22%	255.52	0.08	1,206.23%
Sample List	40,681	479	9,710.96	800.07	8,910.89	20.27	1.18%	219.04	0.08	1,213.76%
Sample List	3,039	62	389.83	350.00	39.83	6.29	2.04%	13.11	0.90	111.38%
Sample List	48,519	216	5,313.00	3,249.42	2,063.58	24.60	0.45%	42.53	0.61	163.51%
Sample List	42,275	647	9,449.14	1,199.83	8,249.31	14.60	1.53%	195.13	0.13	787.54%
Sample List	13,425	184	4,220.10	320.08	3,900.02	22.94	1.37%	290.50	0.08	1,318.45%
Sample List	22,896	280	4,436.00	606.89	3,829.11	15.84	1.22%	167.24	0.14	730.94%
Sample List	33,099	537	8,922.50	0.00	8,922.50	16.62	1.62%	269.57	0.00	0.00%
Sample List	26,679	244	7,682.00	2,460.08	5,221.92	31.48	0.91%	195.73	0.32	312.27%
Sample List	5,588	63	878.00	137.83	740.17	13.94	1.13%	132.46	0.16	637.02%
Sample List	19,842	209	3,466.00	2,124.24	1,341.76	16.58	1.05%	67.62	0.61	163.16%
Sample List	18,845	147	4,184.00	400.02	3,783.98	28.46	0.78%	200.79	0.10	1,045.95%
Sample List	4,659	73	769.00	159.38	609.62	10.53	1.57%	130.85	0.21	482.49%
Sample List	17,246	146	1,899.00	1,995.12	-96.12	13.01	0.85%	-5.57	1.05	95.18%
Sample List	4,639	65	1,213.00	159.76	1,053.24	18.66	1.40%	227.04	0.13	759.26%
Sample List	3,968	44	220.43	398.24	-177.81	5.01	1.11%	-44.81	1.81	55.35%
Sample List	2,939	56	1,141.00	89.41	1,051.59	20.38	1.91%	357.81	0.08	1,276.14%
Sample List	7,255	81	1,092.00	157.43	934.57	13.48	1.12%	128.82	0.14	693.64%
Sample List	9,245	84	2,638.00	900.99	1,737.01	31.40	0.91%	187.89	0.34	292.79%
Sample List	6,813	40	1,164.33	870.48	293.85	29.11	0.59%	43.13	0.75	133.76%
Sample List	19,515	202	5,115.50	400.01	4,715.49	25.32	1.04%	241.63	0.08	1,278.84%
Sample List	19,459	216	3,402.00	400.21	3,001.79	15.75	1.11%	154.26	0.12	850.05%

<b>Mailing Totals</b>	<b>584,513</b>	<b>6,859</b>	<b>129,285.89</b>	<b>32,814.37</b>	<b>96,471.52</b>	<b>18.85</b>	<b>1.17%</b>	<b>165.05</b>	<b>0.25</b>	<b>393.99%</b>
<b>This Fiscal Year</b>		<b>6,859</b>	<b>129,285.89</b>							
<b>Prior Fiscal Years</b>		<b>0</b>	<b>0.00</b>							

**Response by Mailing**

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

Mailing: A199K

Desc: Sample Mailin

Date: 29-NOV-99

Type: Acquisition

Qty Mailed: 530,981

List Name	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
Sample List	25,082	279	5,358.50	704.78	4,653.72	19.21	1.11%	185.54	0.13	760.31%
Sample List	4,927	71	1,206.00	159.90	1,046.10	16.99	1.44%	212.32	0.13	754.22%
Sample List	35,488	729	14,918.35	799.87	14,118.48	20.46	2.05%	397.84	0.05	1,865.10%
Sample List	43,464	433	7,033.00	798.36	6,234.64	16.24	1.00%	143.44	0.11	880.93%
Sample List	7,897	181	3,186.94	283.81	2,903.13	17.61	2.29%	367.62	0.09	1,122.91%
Sample List	41,292	381	7,802.00	808.03	6,993.97	20.48	0.92%	169.38	0.10	965.56%
Sample List	9,485	86	1,705.00	318.55	1,386.45	19.83	0.91%	146.17	0.19	535.24%
Sample List	14,015	282	5,488.10	399.82	5,088.28	19.46	2.01%	363.06	0.07	1,372.64%
Sample List	12,588	196	3,045.00	399.26	2,645.74	15.54	1.56%	210.18	0.13	762.66%
Sample List	7,347	160	2,104.75	167.74	1,937.01	13.15	2.18%	263.65	0.08	1,254.77%
Sample List	4,080	18	301.00	390.11	-89.11	16.72	0.44%	-21.84	1.30	77.16%
Sample List	24,099	313	6,126.74	2,001.12	4,125.62	19.57	1.30%	171.19	0.33	306.17%
Sample List	5,163	81	1,408.25	112.04	1,296.21	17.39	1.57%	251.06	0.08	1,256.92%
Sample List	6,081	103	2,025.27	246.92	1,778.35	19.66	1.69%	292.44	0.12	820.21%
Sample List	9,567	80	1,828.60	746.78	1,081.82	22.86	0.84%	113.08	0.41	244.86%
Sample List	4,029	37	741.00	475.01	265.99	20.03	0.92%	66.02	0.64	156.00%
Sample List	30,277	574	11,314.35	795.56	10,518.79	19.71	1.90%	347.42	0.07	1,422.19%
Sample List	18,219	248	4,835.50	2,616.46	2,219.04	19.50	1.36%	121.80	0.54	184.81%
Sample List	4,702	38	1,090.00	402.00	688.00	28.68	0.81%	146.32	0.37	271.14%
Sample List	8,880	61	1,082.00	160.21	921.79	17.74	0.69%	103.81	0.15	675.36%
Sample List	12,956	168	3,337.00	320.21	3,016.79	19.86	1.30%	232.85	0.10	1,042.13%
Sample List	32,328	614	10,353.00	0.00	10,353.00	16.86	1.90%	320.25	0.00	0.00%
Sample List	4,086	91	2,475.00	459.46	2,015.54	27.20	2.23%	493.28	0.19	538.68%
Sample List	19,584	215	3,643.00	2,123.83	1,519.17	16.94	1.10%	77.57	0.58	171.53%
Sample List	33,271	450	7,628.50	799.38	6,829.12	16.95	1.35%	205.26	0.10	954.30%
Sample List	3,827	211	1,412.45	794.50	617.95	6.69	5.51%	161.47	0.56	177.78%
Sample List	18,603	143	3,320.57	1,559.68	1,760.89	23.22	0.77%	94.66	0.47	212.90%
Sample List	11,066	185	6,579.00	399.01	6,179.99	35.56	1.67%	558.47	0.06	1,648.83%
Sample List	5,793	91	1,020.45	159.80	860.65	11.21	1.57%	148.57	0.16	638.58%
Sample List	20,060	240	5,189.00	399.99	4,789.01	21.62	1.20%	238.73	0.08	1,297.28%
Sample List	38,344	514	7,941.00	800.17	7,140.83	15.45	1.34%	186.23	0.10	992.41%
Sample List	9,754	136	1,666.00	1,407.84	258.16	12.25	1.39%	26.47	0.85	118.34%
Sample List	4,627	56	810.00	378.93	431.07	14.46	1.21%	93.16	0.47	213.76%

<b>Mailing Totals</b>	<b>530,981</b>	<b>7,465</b>	<b>137,975.32</b>	<b>22,389.13</b>	<b>115,586.19</b>	<b>18.48</b>	<b>1.41%</b>	<b>217.68</b>	<b>0.16</b>	<b>616.26%</b>
<b>This Fiscal Year</b>		<b>7,465</b>	<b>137,975.32</b>							
<b>Prior Fiscal Years</b>		<b>0</b>	<b>0.00</b>							



Professional Advertising Systems Inc.  
70 Memorial Plaza  
Pleasantville, NY 10570

# Response by Mailing

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

08/17/00 04:37 PM

Cut Off: 08/31/00

Page 3

Mailing: A200A

Desc: Sample Mailin

Date: 10-JAN-00

Type: Acquisition

Qty Mailed: 620,724

List Name	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
Sample List	50,334	492	9,493.24	960.11	8,533.13	19.30	0.98%	169.53	0.10	988.77%
Sample List	58,734	882	16,651.47	1,200.00	15,451.47	18.88	1.50%	263.08	0.07	1,387.62%
Sample List	46,421	432	8,239.00	800.35	7,438.65	19.07	0.93%	160.24	0.10	1,029.42%
Sample List	15,683	232	3,387.36	326.32	3,061.04	14.60	1.48%	195.18	0.10	1,038.05%
Sample List	6,533	81	1,611.00	136.34	1,474.66	19.89	1.24%	225.72	0.08	1,181.60%
Sample List	17,381	147	2,305.00	320.29	1,984.71	15.68	0.85%	114.19	0.14	719.66%
Sample List	20,526	210	4,853.00	400.28	4,452.72	23.11	1.02%	216.93	0.08	1,212.40%
Sample List	23,768	300	5,228.00	479.44	4,748.56	17.43	1.26%	199.79	0.09	1,090.44%
Sample List	75,339	908	18,700.00	6,800.32	11,899.68	20.59	1.21%	157.95	0.36	274.99%
Sample List	37,623	453	8,829.89	4,500.72	4,329.17	19.49	1.20%	115.07	0.51	196.19%
Sample List	21,325	167	3,082.00	400.00	2,682.00	18.46	0.78%	125.77	0.13	770.50%
Sample List	52,288	395	6,889.00	969.68	5,919.32	17.44	0.76%	113.21	0.14	710.44%
Sample List	3,975	40	647.25	80.16	567.09	16.18	1.01%	142.66	0.12	807.45%
Sample List	34,255	467	8,776.33	0.00	8,776.33	18.79	1.36%	256.21	0.00	0.00%
Sample List	26,090	224	7,477.00	2,281.28	5,195.72	33.38	0.86%	199.15	0.31	327.75%
Sample List	5,478	151	2,767.00	164.59	2,602.41	18.32	2.76%	475.07	0.06	1,681.15%
Sample List	41,908	484	8,428.00	800.09	7,627.91	17.41	1.15%	182.02	0.09	1,053.38%
Sample List	18,693	472	11,852.49	440.30	11,412.19	25.11	2.53%	610.51	0.04	2,691.91%
Sample List	21,003	251	5,535.00	400.08	5,134.92	22.05	1.20%	244.49	0.07	1,383.47%
Sample List	43,367	524	8,773.00	800.17	7,972.83	16.74	1.21%	183.85	0.09	1,096.39%
<b>Mailing Totals</b>	<b>620,724</b>	<b>7,312</b>	<b>143,525.03</b>	<b>22,260.52</b>	<b>121,264.51</b>	<b>19.63</b>	<b>1.18%</b>	<b>195.36</b>	<b>0.16</b>	<b>644.75%</b>
<b>This Fiscal Year</b>		<b>7,312</b>	<b>143,525.03</b>							
<b>Prior Fiscal Years</b>		<b>0</b>	<b>0.00</b>							

**Response by Mailing**

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

Mailing: A200C

Desc: Sample Mailin

Date: 06-MAR-00

Type: Acquisition

Qty Mailed: 480,049

List Name	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
Sample List	5,390	79	1,596.00	160.00	1,436.00	20.20	1.47%	266.42	0.10	997.50%
Sample List	52,926	943	18,986.00	6,450.00	12,536.00	20.13	1.78%	236.86	0.34	294.36%
Sample List	14,051	199	3,347.00	400.00	2,947.00	16.82	1.42%	209.74	0.12	836.75%
Sample List	35,558	397	6,561.33	800.00	5,761.33	16.53	1.12%	162.03	0.12	820.17%
Sample List	18,701	207	2,324.00	2,500.00	-176.00	11.23	1.11%	-9.41	1.08	92.96%
Sample List	30,053	401	6,917.83	734.38	6,183.45	17.25	1.33%	205.75	0.11	942.00%
Sample List	7,056	39	718.00	850.00	-132.00	18.41	0.55%	-18.71	1.18	84.47%
Sample List	3,986	25	322.00	450.45	-128.45	12.88	0.63%	-32.23	1.40	71.48%
Sample List	18,356	287	4,686.00	399.96	4,286.04	16.33	1.56%	233.50	0.09	1,171.62%
Sample List	4,072	23	431.00	450.81	-19.81	18.74	0.56%	-4.86	1.05	95.61%
Sample List	19,879	145	2,962.90	400.00	2,562.90	20.43	0.73%	128.92	0.14	740.73%
Sample List	28,976	443	8,101.00	800.00	7,301.00	18.29	1.53%	251.97	0.10	1,012.63%
Sample List	7,934	85	2,165.00	160.04	2,004.96	25.47	1.07%	252.70	0.07	1,352.79%
Sample List	25,902	308	5,602.88	0.00	5,602.88	18.19	1.19%	216.31	0.00	0.00%
Sample List	6,429	85	2,282.00	716.48	1,565.52	26.85	1.32%	243.51	0.31	318.50%
Sample List	13,106	190	3,265.00	2,250.00	1,015.00	17.18	1.45%	77.45	0.69	145.11%
Sample List	20,599	188	2,980.50	2,126.11	854.39	15.85	0.91%	41.48	0.71	140.19%
Sample List	3,011	25	378.00	80.11	297.89	15.12	0.83%	98.93	0.21	471.85%
Sample List	4,409	31	530.00	375.38	154.62	17.10	0.70%	35.07	0.71	141.19%
Sample List	18,032	211	3,868.00	480.00	3,388.00	18.33	1.17%	187.89	0.12	805.83%
Sample List	3,750	22	317.50	80.08	237.42	14.43	0.59%	63.31	0.25	396.48%
Sample List	44,821	547	9,453.33	960.09	8,493.24	17.28	1.22%	189.49	0.10	984.63%
Sample List	16,205	348	7,680.50	478.43	7,202.07	22.07	2.15%	444.44	0.06	1,605.36%
Sample List	6,882	43	1,045.00	160.00	885.00	24.30	0.62%	128.60	0.15	653.13%
Sample List	19,553	237	5,729.33	400.08	5,329.25	24.17	1.21%	272.55	0.07	1,432.05%
Sample List	3,973	43	636.00	475.00	161.00	14.79	1.08%	40.52	0.75	133.89%
Sample List	46,439	581	10,194.58	960.19	9,234.39	17.55	1.25%	198.85	0.09	1,061.73%

<b>Mailing Totals</b>	<b>480,049</b>	<b>6,132</b>	<b>113,080.68</b>	<b>24,097.59</b>	<b>88,983.09</b>	<b>18.44</b>	<b>1.28%</b>	<b>185.36</b>	<b>0.21</b>	<b>469.26%</b>
<b>This Fiscal Year</b>		<b>6,132</b>	<b>113,080.68</b>							
<b>Prior Fiscal Years</b>		<b>0</b>	<b>0.00</b>							

Mailing: R199K

Desc: Sample Mailin

Date: 24-NOV-99

Type: Renewal

Qty Mailed: 317,907

List Name	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
Sample List	317,907	17,607	516,275.53	96,224.00	420,051.53	29.32	5.54%	1,321.30	0.19	536.54%

<b>Mailing Totals</b>	<b>317,907</b>	<b>17,607</b>	<b>516,275.53</b>	<b>96,224.00</b>	<b>420,051.53</b>	<b>29.32</b>	<b>5.54%</b>	<b>1,321.30</b>	<b>0.19</b>	<b>536.54%</b>
<b>This Fiscal Year</b>		<b>17,607</b>	<b>516,275.53</b>							
<b>Prior Fiscal Years</b>		<b>0</b>	<b>0.00</b>							



# Response by Mailing

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

Mailing: R199L      Desc: Sample Mailin      Date: 17-DEC-99      Type: Renewal      Qty Mailed: 137,906

List Name	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
Sample List	137,906	8,532	281,196.89	27,811.00	253,385.89	32.96	6.19%	1,837.38	0.10	1,011.10%
<b>Mailing Totals</b>	<b>137,906</b>	<b>8,532</b>	<b>281,196.89</b>	<b>27,811.00</b>	<b>253,385.89</b>	<b>32.96</b>	<b>6.19%</b>	<b>1,837.38</b>	<b>0.10</b>	<b>1,011.10%</b>
<b>This Fiscal Year</b>		<b>8,530</b>	<b>281,171.89</b>							
<b>Prior Fiscal Years</b>		<b>2</b>	<b>25.00</b>							

Mailing: R200A      Desc: Sample Mailin      Date: 31-JAN-00      Type: Renewal      Qty Mailed: 217,312

List Name	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
Sample List	217,312	14,390	396,057.64	66,465.00	329,592.64	27.52	6.62%	1,516.68	0.17	595.89%
<b>Mailing Totals</b>	<b>217,312</b>	<b>14,390</b>	<b>396,057.64</b>	<b>66,465.00</b>	<b>329,592.64</b>	<b>27.52</b>	<b>6.62%</b>	<b>1,516.68</b>	<b>0.17</b>	<b>595.89%</b>
<b>This Fiscal Year</b>		<b>14,390</b>	<b>396,057.64</b>							
<b>Prior Fiscal Years</b>		<b>0</b>	<b>0.00</b>							

Mailing: R200C      Desc: Sample Mailin      Date: 20-MAR-00      Type: Renewal      Qty Mailed: 189,147

List Name	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
Sample List	189,147	9,956	279,539.98	41,962.00	237,577.98	28.08	5.26%	1,256.05	0.15	666.17%
<b>Mailing Totals</b>	<b>189,147</b>	<b>9,956</b>	<b>279,539.98</b>	<b>41,962.00</b>	<b>237,577.98</b>	<b>28.08</b>	<b>5.26%</b>	<b>1,256.05</b>	<b>0.15</b>	<b>666.17%</b>
<b>This Fiscal Year</b>		<b>9,956</b>	<b>279,539.98</b>							
<b>Prior Fiscal Years</b>		<b>0</b>	<b>0.00</b>							

Mailing: A200X      Desc: Sample Mailin      Date: 03-JAN-00      Type: Renewal      Qty Mailed: 0

List Name	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
Sample List	0	616	23,795.75	0.00	23,795.75	38.63	0.00%	0.00	0.00	0.00%
Sample List	0	1,311	47,670.35	0.00	47,670.35	36.36	0.00%	0.00	0.00	0.00%
<b>Mailing Totals</b>	<b>0</b>	<b>1,927</b>	<b>71,466.10</b>	<b>0.00</b>	<b>71,466.10</b>	<b>37.09</b>	<b>0.00%</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>
<b>This Fiscal Year</b>		<b>1,927</b>	<b>71,466.10</b>							
<b>Prior Fiscal Years</b>		<b>0</b>	<b>0.00</b>							



Professional Advertising Systems Inc.  
70 Memorial Plaza  
Pleasantville, NY 10570

# Response by Mailing

For: SAMPLE CUSTOMER

SAMPLE DATA ONL

08/17/00 04:37 PM

Cut Off: 08/31/00

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Mailing: R200X

Desc: Sample Mailin

Date: 01-JAN-00

Type: Renewal

Qty Mailed: 0

List Name	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
Sample List	0	9,201	395,163.31	0.00	395,163.31	42.95	0.00%	0.00	0.00	0.00%
<b>Mailing Totals</b>	<b>0</b>	<b>9,201</b>	<b>395,163.31</b>	<b>0.00</b>	<b>395,163.31</b>	<b>42.95</b>	<b>0.00%</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00%</b>
<b>This Fiscal Year</b>		<b>9,201</b>	<b>395,163.31</b>							
<b>Prior Fiscal Years</b>		<b>0</b>	<b>0.00</b>							