



Mailing Summary
For: SAMPLE ORGANIZATION
SAMPLE DATA ONLY

Type: **Acquisitions**

Mailing	Description	Mail Date	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
A199J	Sample Mailing	18-OCT-99	584,513	6,859	129,285.89	32,814.37	96,471.52	18.85	1.17%	165.05	0.25	393.99%
A199K	Sample Mailing	29-NOV-99	530,981	7,465	137,975.32	22,389.13	115,586.19	18.48	1.41%	217.68	0.16	616.26%
A200A	Sample Mailing	10-JAN-00	620,724	7,312	143,525.03	22,260.52	121,264.51	19.63	1.18%	195.36	0.16	644.75%
A200C	Sample Mailing	06-MAR-00	480,049	6,132	113,080.68	24,097.59	88,983.09	18.44	1.28%	185.36	0.21	469.26%
Totals			2,216,267	27,768	523,866.92	101,561.61	422,305.31	18.87	1.25%	190.55	0.19	515.81%
This Fiscal Year				27,768	523,866.92							
Prior Fiscal Years				0	0.00							

Type: **Renewals**

Mailing	Description	Mail Date	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
R199K	Sample Mailing	24-NOV-99	317,907	17,607	516,275.53	96,224.00	420,051.53	29.32	5.54%	1,321.30	0.19	536.54%
R199L	Sample Mailing	17-DEC-99	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%
R200A	Sample Mailing	31-JAN-00	217,312	14,390	396,057.64	66,465.00	329,592.64	27.52	6.62%	1,516.68	0.17	595.89%
R200C	Sample Mailing	20-MAR-00	189,147	9,956	279,539.98	41,962.00	237,577.98	28.08	5.26%	1,256.05	0.15	666.17%
Totals			862,272	50,485	1,473,070.04	232,462.00	1,240,608.04	29.18	5.85%	1,438.77	0.16	633.68%
This Fiscal Year				50,483	1,473,045.04							
Prior Fiscal Years				2	25.00							

Type: **Renewals**

Mailing	Description	Mail Date	Mailed	Donors	Tot Gift	Cost	Net P/L	Avg \$	% Resp	Net/M	Cost/\$	Recv %
A200X	Sample Mailing	03-JAN-00	0	1,927	71,466.10	0.00	71,466.10	37.09	0.00%	0.00	0.00	0.00%
R200X	Sample Mailing	01-JAN-00	0	9,201	395,163.31	0.00	395,163.31	42.95	0.00%	0.00	0.00	0.00%
Totals			0	11,128	466,629.41	0.00	466,629.41	41.93	0.00%	0.00	0.00	0.00%
This Fiscal Year				11,128	466,629.41							
Prior Fiscal Years				0	0.00							



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

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Grand Totals	Totals	3,078,539	89,381	2,463,566.37	334,023.61	2,129,542.76	27.56	2.90%	691.74	0.14	737.54%
	This Fiscal Year		89,379	2,463,541.37							
	Prior Fiscal Years		2	25.00							