

BEFORE THE  
POSTAL RATE COMMISSION  
WASHINGTON, D.C. 20268-0001

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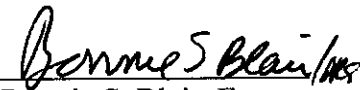
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POSTAL RATE AND FEE CHANGES, 2000 )  
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Docket No. R2000-1

FIRST SET OF INTERROGATORIES BY  
THE ASSOCIATION OF ALTERNATE POSTAL SYSTEMS  
TO ALLIANCE OF INDEPENDENT STORE  
OWNERS AND PROFESSIONALS  
WITNESS RICHARD SMITH  
(AAPS/AISOP-T1-1-7)

Pursuant to the Commission's Rules of Practice, the Association of Alternate Postal Systems hereby submits the attached interrogatories to Alliance of Independent Store Owners and Professionals Witness Smith.


Respectfully submitted,

  
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Counsel for the Association  
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**CERTIFICATE OF SERVICE**

I hereby certify that I have this date served the foregoing document in accordance with Section 12 of the Commission's Rules of Practice.

  
Bonnie S. Blair, Esq.

Dated: June 16, 2000

**FIRST SET OF INTERROGATORIES BY  
THE ASSOCIATION OF ALTERNATE POSTAL SYSTEMS  
TO ALLIANCE OF INDEPENDENT STORE  
OWNERS AND PROFESSIONALS  
WITNESS RICHARD SMITH  
(AAPS/AISOP-T1-1-7)**

AAPS/AISOP-T1-1. You state at page 1 that “mail advertising” is essential to the survival of a small business. Why is it necessary that such advertisements be sent by mail, as opposed, for example, to being delivered in a free paper delivered outside the mail?

AAPS/AISOP-T1-2. (a) Please confirm that the May 31, 2000 Coram edition of *Yankee Trader* (excluding any inserts) contains 84 pages, nearly all of which is advertising; contains a half-page Buttercup Dairy ad; and weighs 3 ounces. (b) If this publication contained inserts when it was mailed, how much did they weigh? (c) How would the postage for this publication change under the proposal of the Postal Service in this docket?

AAPS/AISOP-T1-3. (a) Please confirm that the June 1, 2000 Coram edition of *Pennysaver News* (excluding any inserts) contains 72 pages, nearly all of which is advertising; contains a half-page Buttercup Dairy ad; and weighs 2.9 ounces. (b) If this publication contained inserts when it was mailed, how much did they weigh? (c) How would the postage for this publication change under the proposal of the Postal Service in this docket?

AAPS/AISOP-T1-4. (a) Please confirm that the June 1, 2000 Port Jefferson edition of *Pennysaver News* (excluding any inserts) contains 60 pages, nearly all of which is advertising; contains a half-page Buttercup Dairy ad; and weighs 2.5 ounces. (b) If this publication contained inserts when it was mailed, how much did they weigh? (c) How would the postage for this publication change under the proposal of the Postal Service in this docket?

AAPS/AISOP-T1-5. Do you or does AISOP have a rate proposal in this docket? If so, what is it?

AAPS/AISOP-T1-6. How much do you pay for your half page ad to reach 35,000 households per week?

AAPS/AISOP-T1-7. You state at page 7 that reasonable rates for saturation advertising mail help businesses like yours. (a) Are the advertising rates in effect today reasonable? (b) Would it be good for your business if today’s postage rates for the publications in which you advertise were frozen for two or more years?