

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

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POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY

Postal Rate and Fee Changes, 2001)

Docket No. R2001-1

INTERROGATORIES OF MAGAZINE PUBLISHERS OF AMERICA, INC.
TO WITNESS ALTAF H. TAUFIQUE
(MPA/USPS-T34-1-7)
(October 4, 2001)

Pursuant to Rules 25 through 28 of the Rules of Practice of the Postal Rate Commission, Magazine Publishers of America, Inc. (MPA) directs the following interrogatories to witness Altaf H. Taufique

Respectfully submitted,


James Pierce Myers

Counsel for
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MPA/USPS-T34-1. In your testimony, you propose dropship discounts for editorial pounds, new per-piece and per-pound dropship discounts for mail entered at destination area distribution centers (DADC), and a per-piece pallet discount.

(a) Has the Postal Service or any of its contractors performed any analyses to estimate the change in dropship patterns that will result from these rate design changes? If so, please provide a summary of all analyses performed.

(b) Has the Postal Service or any of its contractors performed any analyses to estimate the change in containerization that will result from these rate design changes? If so, please provide a summary of all analyses performed.

(c) Please provide your opinion on the extent to which these discounts will affect the number of Periodicals that will be dropshipped in FY 2003.

(d) Please provide your opinion on the extent to which these discounts will affect the number of Periodicals that are presented on pallets in FY 2003.

MPA/USPS-T34-2. Please complete the following table regarding the advertising content of Periodicals Outside-County publications. Please also provide the source of your data. If you cannot complete the table, please re-direct this interrogatory to another witness who can do so.

Advertising Percent	No. of Publications in Category in FY 2000	FY 2000 Total Mail Volume	FY 2000 Total Weight
0-10%			
10-20%			
20-30%			
30-40%			

40-50%			
50-60%			
60-70%			
70-80%			
80-90%			
90-100%			

MPA/USPS-T34-3. On page 8 of your testimony, you state, "The Postal Service recognizes the impact of higher dropship discounts on smaller customers, who individually may not have the volume and/or density to enter mail closer to destination." Please complete the following table regarding the distribution of Periodicals Outside-County mail by issue size. Please also provide the source of your data and explain the definition of an issue that you used to populate the table. If you cannot complete this table, please re-direct this interrogatory to another witness who can do so.

Mailed Copies Per Issue in FY 2000	No. of Publications in Category in FY 2000	FY 2000 Mail Volume	FY 2000 Total Weight	FY 2000 Advertising Weight
Regular				
0-1,000				
1,000-2,000				
2,000-5,000				
5,000-10,000				
10,000-25,000				
25,000-50,000				
50,000-75,000				
75,000-100,000				
100,000-200,000				
200,000-500,000				

500,000-1 Million				
1 Million+				
Nonprofit				
0-1,000				
1,000-2,000				
2,000-5,000				
5,000-10,000				
10,000-25,000				
25,000-50,000				
50,000-75,000				
75,000-100,000				
100,000-200,000				
200,000-500,000				
500,000-1 Million				
1 Million+				

MPA/USPS-T34-4. Has the Postal Service or any of its contractors ever estimated the cost savings that would result from increasing sack minimums for Periodicals? If so, please provide the date that each estimate was developed, the cost savings estimate, and all underlying calculations.

MPA/USPS-T34-5. Has the Postal Service or any of its contractors ever estimated the revenue that would be generated by and/or the cost savings that would result from limiting the eligibility of pieces in small sacks (e.g., containing less than 24 pieces) for presort discounts? If so, please provide the date that each estimate was developed, the cost savings estimates, and all underlying calculations.

MPA/USPS-T34-6. On page 13 of your testimony, you state, "While Optical Character Readers (OCRs) have reduced the value of barcodes, plans for

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processing flats (including delivery point sequencing) may make a slightly different (11-digit) barcode more valuable, in the longer term."


(a) Please explain operationally why delivery point sequencing will make barcodes more valuable in the longer term.

(b) What other plans for processing flats will make barcodes more valuable in the longer term?

MPA/USPS-T34-7. Please confirm that the Test Year After Rates mail mix for the Periodicals Outside-County subclass used in USPS-LR-J-107, OC01.xls to calculate TYAR revenue is exactly the same as the FY 2000 Periodicals Outside-County mail mix. If not confirmed, please explain all differences.

CERTIFICATE OF SERVICE

I hereby certify that I have this date served the foregoing document upon all participants of record in this proceeding in accordance with Rule 12 of the rules of practice.



James Pierce Myers
Counsel for
MAGAZINE PUBLISHERS OF AMERICA, INC.

October 4, 2001
Alexandria, VA.