

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, 1997

Docket No. R97-1

RESPONSE OF THE UNITED STATES POSTAL SERVICE  
TO INTERROGATORY OF  
THE ASSOCIATION OF ALTERNATE POSTAL SYSTEMS  
REDIRECTED FROM WITNESS TAKIS  
(AAPS/USPS-T41-3.b-e)

The United States Postal Service hereby provides the response to the following subparts of an interrogatory of the Association of Alternate Postal Systems: AAPS/USPS-T41-3.b-e, filed on September 19, 1997, and redirected from witness Takis.

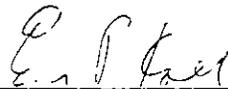
The interrogatory is stated verbatim and is followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.  
Chief Counsel, Ratemaking



Eric P. Koetting

475 L'Enfant Plaza West, S.W.  
Washington, D.C. 20260-1137  
(202) 268-2992; Fax -5402  
September 19, 1997

RESPONSE OF THE UNITED STATES POSTAL SERVICE TO  
INTERROGATORIES OF AAPS  
REDIRECTED FROM WITNESS TAKIS

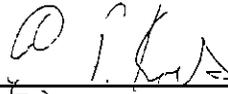
**AAPS/USPS-T41-3** Within the last two years, the Postal Service produced and circulated a direct mail advertising ensemble consisting of a cardboard outside wrapper designed to look like a leather briefcase containing, among other things, a 96-page booklet entitled "A Small Business Guide to Advertising with Direct Mail," a pamphlet entitled "A Short Course in Direct Mail for Small Business," a pamphlet entitled "Advertising with Mail, a Smart Solution," a large folder (with enclosures) entitled " Mail Brings in all Home," and a videotape entitled "Growing Your Business with Advertising Mail." With respect to this promotion, please state: (a) would an expenditure of this type be deemed related to "Particular products" and therefore assigned to a class of mail or would it be considered an institutional cost? (b) how many copies of the material described above were produced and distributed? (c) to whom were they distributed? (d) how much did this advertising campaign cost the Postal Service and over what period of time? (e) is this material still being distributed? If so, please explain current and future plans for this campaign.

Response:

- a: Answered by witness Takis.
- b: This "Sales Kit" was an experiment which combined several brochures and booklets that were already being separately distributed to our customers. A total of 11,500 briefcases were produced and 4,670 were distributed.
- c: The kits were distributed to printers, lettershops, list brokers, list processors, and direct marketing agencies.
- d: The total costs of this promotion was approximately \$192 thousand during the test period of June 1996 through Sept 15, 1996.
- e: No.

**CERTIFICATE OF SERVICE**

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the Rules of Practice.

  
\_\_\_\_\_  
Eric P. Koetting

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Washington, D.C. 20260-1137  
September 19, 1997