

BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, DC 20268-0001

POSTAL RATE AND FEE CHANGES
PURSUANT TO PUBLIC LAW 108-18

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: Docket No. R2005-1
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INTERROGATORIES OF ADVO INC. TO VALPAK DIRECT MARKETING SYSTEMS,
INC. AND VALPAK DEALERS' ASSOCIATION, INC. (ADVO/VP-1-8)

(August 9, 2005)

Pursuant to sections 25 and 26 of the Rules of Practice, ADVO, Inc. (Advo)
directs the following interrogatories to Valpak Direct Marketing Systems, Inc. and
Valpak Dealers' Association, Inc.

Respectfully submitted,

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ADVO, INC. INTERROGATORIES TO VALPAK

ADVO-VP-1. Please provide Valpak's annual ECR saturation coupon envelope mail volumes (including both owned and franchisee programs) for the period from 1995 through 2004.

ADVO-VP-2. For the year 2004, please provide a breakout of the following volume information for Valpak's coupon envelope program (including both owned and franchisee operations):

- a. The volume of letter mail pieces and percentage of total volume that weighed 3.3 ounces or less and paid the ECR saturation letter rate.
- b. The volume of letter mail pieces and percentage of total volume that weighed between 3.3 and 3.5 ounces and paid the "heavyweight" saturation letter rate.
- c. The volume of letter mail pieces and percentage of total volume that weighed more than 3.5 ounces and paid the ECR saturation non-letter rate.
- d. If the percentages in a-c above do not total to 100 percent, please explain why (e.g., pieces under 3.3 ounces but flat-shaped; pieces that were not saturation density).

If information for 2004 is not available, please provide the information for the most recent 12-month period (specifying the period).

ADVO-VP-3. For the year 2004, please provide a breakout of the following weight information for Valpak's coupon envelope program (including both owned and franchisee operations):

- a. The overall average weight per piece.
- b. The average weight per piece of letter mail pieces that weighed 3.3 ounces or less and paid the ECR saturation letter rate.
- c. The average weight per piece of mail pieces that weighed over 3.5 ounces and paid the ECR saturation non-letter rate.

If information for 2004 is not available, please provide the information for the most recent 12-month period (specifying the period).

ADVO-VP-4. For the year 2004, please provide the following information concerning the advertising inserts carried in Valpak's coupon envelopes (including both owned and franchisee programs):

- a. What percentage of the total advertising inserts carried in Valpak's coupon envelopes were printed by Valpak?
- b. What percentage were "preprinted" by an outside party and transported to Valpak at the advertiser's expense for insertion into Valpak's envelopes?
- c. If the responses to a-b do not total 100 percent, please describe any other categories of advertising inserts and the applicable percentages of Valpak's total advertising inserts.

If information for 2004 is not available, please provide the information for the most recent 12-month period (specifying the period).

ADVO/VP-5. Please provide the average weight per insert of the advertising inserts carried in Valpak's coupon envelope program (including both owned and franchisee programs) for the year 2004. If information for 2004 is not available, please provide the information for the most recent 12-month period (specifying the period).

ADVO/VP-6. For the year 2004, what percent of the advertising inserts carried in Valpak's coupon envelope program (including both owned and franchisee programs) weighed 0.1 ounces or less? If information for 2004 is not available, please provide the information for the most recent 12-month period (specifying the period).

ADVO/VP-7. Do Valpak's coupon envelopes ever include inserts other than single-sheet or folded advertisements, such as product samples? If so, please explain what those items are, their weights, their physical dimensions, and the percentage of Valpak's coupon envelopes that contain such inserts.

ADVO/VP-8. For the year 2004, please provide the following information:

- a. The number of saturation letter pieces, and the percentage of Valpak's total coupon envelope mail volume (including both owned and franchisee programs), that was mailed to rural routes?
- b. Of that rural route mail volume, what percentage used "simplified addresses?"

If information for 2004 is not available, please provide the information for the most recent 12-month period (specifying the period).