

DOCKET SECTION

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

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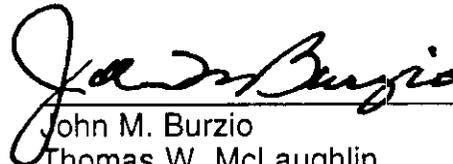
POSTAL RATE AND FEE CHANGES, 1997

Docket No. R97-1
POSTAL RATE COMMISSION
OF THE SECRETARY

INTERROGATORIES OF ADVO, INC.
TO NEWSPAPER ASSOCIATION OF AMERICA
(ADVO/NAA-1-4)

Pursuant to sections 25 and 26 of the Rules of Practice, Advo, Inc. (Advo) directs the following interrogatories to the Newspaper Association of America.

Respectfully submitted,



John M. Burzio
Thomas W. McLaughlin
Burzio & McLaughlin
1054 31st Street, N.W.
Washington, D. C. 20007
Counsel for ADVO, INC.

CERTIFICATE OF SERVICE

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



Thomas W. McLaughlin

January 28, 1998

ADVO INTERROGATORIES TO NEWSPAPER ASSOCIATION OF AMERICA

For purposes of the following interrogatories, references to the Newspaper Association of America or NAA are intended to include predecessor or affiliated organizations, such as the American Newspaper Publishers Association and the Newspaper Advertising Bureau.

ADVO/NAA-1. Please confirm that, in the past, NAA has conducted surveys and/or prepared reports on the mail usage of its member newspapers.

- (a) Please list each such survey or report since 1985, including a brief description and time frame of each item.
- (b) Please provide a copy of each such survey or report.
- (c) To the extent available from the above or other sources, please provide a summary of mail usage, by subclass and rate category, since 1985.

ADVO/NAA-2. Has NAA or any of its predecessor organizations undertaken or sponsored any surveys, studies, reports, or analyses that relate in any manner to changes or trends in the usage of third-class mail by newspapers since 1985?

- (a) If so, please list each of them, including a brief description and time frame of each item.
- (b) Please provide a copy of each.

ADVO/NAA-3. Does NAA have any information, either from surveys, reports or other sources, concerning or relating to the implementation or usage of nonsubscriber or total market coverage programs, or changes or trends in the the usage of such programs, by newspapers since 1985?

- (a) If so, please provide such information, including a list, brief description, and time frame of each source document.
- (b) Please provide a copy of each source document.

ADVO/NAA-4. Does NAA have any information, either from surveys, reports or other sources, concerning or relating to shifts, changes or trends in the usage of third-class mail and alternate delivery for distribution of nonsubscriber or total market coverage products by newspapers since 1985?

- (a) If so, please provide such information, including a list, brief description, and time frame of each source document.
- (b) Please provide a copy of each source document.