

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

Postal Rate and Fee Changes, 1997

Docket No. R97-1

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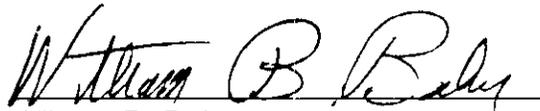
**NEWSPAPER ASSOCIATION OF AMERICA  
CLARIFICATION OF ANSWER TO  
INTERROGATORY OF ADVO, INC. (ADVO/NAA-1)  
February 18, 1998**

It has come to the attention of the Newspaper Association of America that its interrogatory answer ADVO/NAA-1(a)(iii) may not have been perfectly clear. A clarified answer is hereby submitted. The interrogatory is stated verbatim and is followed by the answer. Only answer ADVO/NAA-1(a)(iii) is modified.

Respectfully submitted,

NEWSPAPER ASSOCIATION OF AMERICA

By:



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**CERTIFICATE OF SERVICE**

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

February 18, 1998



William B. Baker

NEWSPAPER ASSOCIATION OF AMERICA  
ANSWERS TO INTERROGATORIES OF ADVO, INC.

revised 2/18/98

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.

Answer:

Confirmed.

- (a) NAA has no such surveys or reports other than those mentioned below.

Although NAA's predecessor organizations from time to time conducted earlier studies of the mail usage of newspapers, NAA no longer possesses those surveys.

(i) The 1992 Circulation & Product Distribution Survey Summary Report provides an overview of circulation operations, insert and non-subscriber product distribution practices, developing use of database methodologies, and industry use of the USPS. The survey reflects 1992 data unless otherwise noted.

(ii) The 1993 Nonsubscriber Product & Distribution Survey Summary Report provides an overview of non-subscriber products and distribution

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systems at U.S. daily newspapers, and, unless otherwise noted, reflects 1993 data. NAA believes that the information obtained through this study is valid only as to the respondents and is not necessarily representative of its member newspapers.

(iii) Certain information regarding circulation and mail usage is presented in 1995 Circulation Facts, Figures and Logic, an NAA survey regarding circulation practices. That survey indicates that, for the six month period ending September 30, 1994, 1.5 percent of the average net paid daily (excluding Sunday) circulation of the newspapers responding to the survey was delivered by mail. This answer refers to paid subscriber newspaper circulation. The survey did not break down this 1.5 percent figure by class or subclass of mail.

(iv) Certain information regarding circulation and mail usage is expected to be contained in 1997 Circulation Facts, Figures and Logic. This report is currently in production and should be available by the end of March 1998.

(v) Certain information regarding the mail usage of NAA member newspapers is expected to be contained in a 1997 NAA Postal Survey.

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This report, which will be based on 1997 data, is not yet available and NAA is unable to state at this point when it will become available.

- (b) The 1992 Circulation & Product Distribution Survey Summary Report and 1993 Nonsubscriber Product & Distribution Survey Summary Report are out of print and copies are no longer available. Copies of these documents were filed in Docket No. MC95-1 as Library References NAA/MC95-1 LR-4 and NAA/MC95-1 LR-5, respectively.

A copy of the 1995 Circulation Facts, Figures, and Logic survey is being filed as Library Reference NAA/R97-1 LR-1.

- (c) See 1995 Circulation Facts, Figures and Logic and 1992 Product Distribution Survey Summary Report, referenced in (a) above.

**DECLARATION**

I, Miles Groves, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.

Date: 2/19/98

  
Miles Groves