

UNITED STATES OF AMERICA
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268-0001

Valassis NSA

Docket No. MC2012-14

Docket No. R2012-8

**APPLICATION FOR NON-PUBLIC TREATMENT OF MATERIAL FILED
IN RESPONSE TO NOTICE OF INQUIRY NO. 1
(June 29, 2012)**

Pursuant to Rule 3007.22, 39 C.F.R. § 3007.22, National Newspaper Association (NNA) applies for non-public treatment of materials filed under seal today in response to the Commission's Notice of Inquiry No. 1.

Two spreadsheets are filed in conjunction with NNA's comments consisting of responses from newspaper publishers to a survey compiled by NNA for purposes of this docket. The information includes financial statements about annual revenue from a group of advertisers of the type targeted in the proposed NSA and a list of the advertisers in a customer relationship with each responding newspaper. While each individual advertisement may be publicly visible to any newspaper reader, compilations of the advertisers in each newspaper would not be publicly available. Disclosure of the advertiser information as well as the amount of annual revenue derived from the collection of advertisers would reveal commercially sensitive information to newspapers' competitors, as well as to the Postal Service which appears to consider itself a competitor of newspapers in this docket. Thus, NNA seeks confidential treatment of the advertiser lists and the stated annual revenues of the survey respondents.

Respectfully submitted,

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