

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

VALASSIS NSA

Docket No. MC2012-14

Docket No. R2012-8

RESPONSE OF [North of Boston Media Group] TO NOTICE OF INQUIRY NO. 1

We submit this declaration in support of NAA's Response to Notice of Inquiry No. 1

[The North of Boston Media Group is in opposition of this agreement as it creates an unfair fair environment in the marketplace giving a price advantage to one competitor over another in a very competitive market. As a Media company we have given the US postal service most if not all of our business but this agreement might force us to seek alternative delivery systems for our clients. This may in turn cost the postal service more revenue then the discounts given in this (NSA). If discounts are applied they should be applied to the entire market allowing us and any other partners to help improve revenue and business for the post office.

Response To Questions

1. For fiscal year 2010, we estimate that advertising inserts for durable and semi-durable goods from national retailers represented **20%** of total advertising revenues (including ROP, classified, and digital advertising), **21.5%** of total print advertising revenue, and 90% of total preprint advertising revenue.
2. For fiscal year 2011, we estimate that advertising inserts for durable and semi-durable goods from national retailers represented **21%** of total advertising revenues (including ROP, classified, and digital advertising), **22.7%** of total print advertising revenue, and 90% of total preprint advertising revenue.
3. **As stated in our introduction this NSA would create and unfair advantage in our local market and directly effect how we, the local media outlet competes in the marketplace. Our local newspapers are an important source for news and advertising for the communities that we serve. We are expected to deliver a strong product to the market and this agreement could and will hinder our efforts.**

.....For fiscal year 2011, we estimate that we mailed **2,500,000**(number of pieces) of TMC advertising mail packages displaying durable and semi-durable goods from national retailers via the Postal Service and distributed N/A TMC pieces via private delivery carriers or through other delivery methods.

4. For fiscal year 2010, we estimate that we mailed approximately **2,500,000** (number of pieces) of TMC advertising mail packages for which we paid the Postal Service approximately **\$2,000,000**.

5. For fiscal year 2011, we mailed approximately **2,500,000** (number of pieces) of TMC advertising mail packages for which we paid the Postal Service approximately **\$2,500,000**.

6. We estimate that the Postal Service will lose approximately **\$2,000,000** from our mid-week TMC postage if the Valassis NSA is approved.

“I declare state under penalty of perjury that the foregoing is true and correct. Executed on (July 2, 2012).

Tim Brady
Advertising Director