

Response Code Request Form

Fax # (910) 741-5327

Attn: Bonnie Tucker

RJR Brand: Doral RJR Program #: 800268 Response Code: AP9Project Name: Doral 2nd Quarter 1998 DPC ProgramDescription: DPC promotion for low volume stores--30 on a pack
Pack insert with name generation CRC

Distribution:

Quantity	<u>1,200,000</u>
Pct. Response	<u>3.00</u> %
# of Responders	<u>36000</u>

Distribution Vehicle: RetailPack InsertAge Verification: ☐ YES ☒ NO

Timing:

DTS	<u>04/06/98</u>
Expiration Date	<u>10/30/98</u>
Offer Complete	<u>10/30/98</u>
Days Offer Open	<u>207</u>

Data Entry:

Supplier M/A/R/CNo. Days Turnaround 10
(From 1 - 10)Incoming mail CRC

Agency:

Agency Name	<u>Coyne Beahm</u>
Contact Person	<u>Shelby Murray</u>
Phone #	<u>(910) 692-9410</u>

If M/A/R/C is supplier, do you
need a M/A/R/C P.O. Box? YesP.O. Box Title: Doral

Fulfillment:

Company	<u>M/A/R/C</u>
Job Number	<u></u>
Number of Items on Order Form	<u></u>
P.O. Box	<u></u> City <u></u> State <u></u> Zip Code <u></u>

Comments:

*Box: 25452
Batch: 23700
22513*

Marketing Person Responsible for Project: Ron GroutProduction Contact: Kirk Hinshaw/Kay McCaffreyResponse Code Requested By: Ron Grout

Copies of Confirmation Letter To:

<u>Mary Cloutier</u>	<u>* Shelby Murray</u>	<u>* Suzanne Griffin</u>
<u>Joyce Bagby</u>	<u>Kay McCaffrey</u>	<u></u>
<u>Janel Myers</u>	<u>Lucy Russell</u>	<u></u>
<u>Bonnie Tucker</u>	<u>Selena Hendrickson</u>	<u></u>

RJRT Form 031 - VML 9/25/97

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RESPONSE CODE REQUEST

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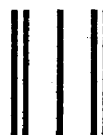
Completed By: Lucy RussellDate: December 10, 1997

BRC <u>AP9</u>	USE THIS SIDE FOR CONVERSION OR CONSUMER MISSION
System <u>DORAL</u>	CPBRC Special Process <u>760</u>
Conversion Program <u>0</u>	EVENT HISTORY
Program Group <u>1400</u>	Default Conv. SRC <u>23</u> <u>10218</u>
Source <u>49</u>	Default Event <u>BRC</u>
Type <u>S</u>	CPBRO DETAIL
Club Affiliation <u>N/A</u>	Bounceback Routine <u>N/A</u>
Club Status <u>N/A</u>	BB Spec. Process <u>N/A</u>
MFID <u>N/A</u>	Promoting Brand <u>DORAL</u>
Spec. Processes <u>760</u>	Call Routine <u>N/A</u>
Priority Code <u>3 - 6-10 Day Turnaround</u>	Program Routine <u>73</u>
Duplicate PIDS <u>No</u>	Targeting Routine <u>73</u>
	Status _____
	Flow _____
COMMENTS	

Helpful Hints: System = Brand Sub-system(s) if this code is for evaluation and/or entry into conversion pgm.
System = Conversion Sub-system if this code is for response to mailings from conversion pgm.
Special Processes: 800 = Personal Selling source / 830 = Flow 2 (Re/Med/Cont) source.
Default Event = "BRC" for Flow 2 (Re/Med/Cont) sources

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POSTAL BUSINESS CENTER
951 W BETHEL RD
COPPELL TX 75099-9681



ALIGN
WITH
UPPER
RIGHT
CORNER

TO BE USED ONLY WITH FIM-A (Courtesy Reply Mail)
AND ZIP+4 CODE 75083-4036

CAUTION:

USE ONLY FOR ADDRESS BEARING THE ZIP+4 CODE ABOVE.
SEE PUBLICATION 25 FOR PRINTING REQUIREMENTS.

DORAL
PO BOX 834036
RICHARDSON TX 75083-4036



ALIGN
WITH
LOWER
RIGHT
CORNER

(The area below is reserved for instructions)

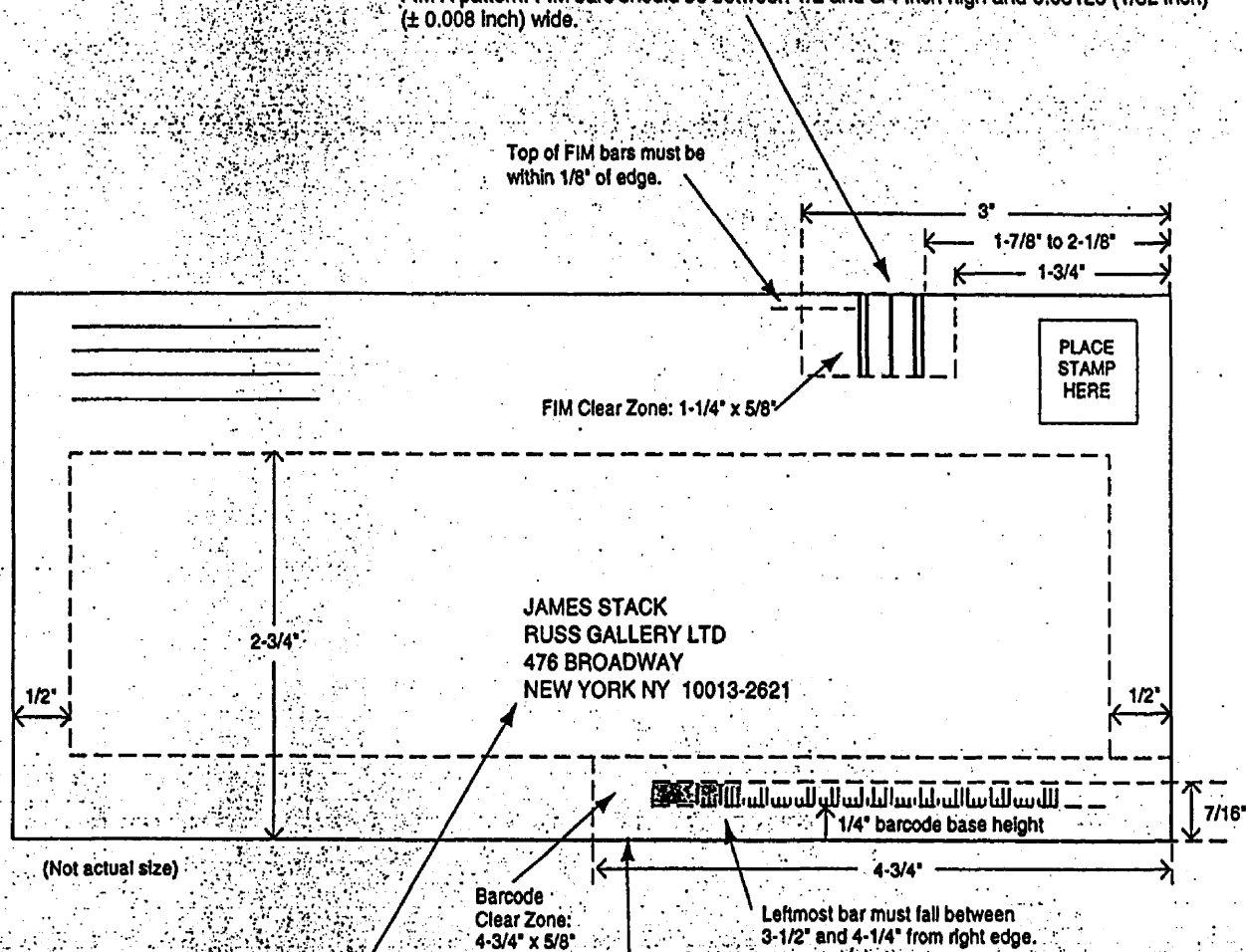
THIS FIM/BARCODE POSITIVE IS
FOR COURTESY REPLY MAIL ONLY!

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Courtesy Reply Mail Layout Guidelines

Facing Identification Mark (FIM): Use FIM A on all courtesy reply mail postcards and letter-size mailpieces with the appropriate POSTNET barcode. This permits computerized cancellation equipment to align, postmark, and direct the mailpiece properly.

FIM Location: A FIM clear zone must contain no printed matter other than the appropriate FIM A pattern. FIM bars should be between 1/2 and 3/4 inch high and 0.03125 (1/32 inch) (± 0.008 inch) wide.



Address Format: The complete address, including the name of the sender (company or individual), must be printed directly on the mailpiece.

POSTNET Barcode Location: This area must be free of any printing other than the delivery point barcode. A camera-ready barcode is available free of charge from your postal business center.

Dimensions: Between 3-1/2 by 5 inches and 6-1/8 by 11-1/2 inches. To qualify for postcard rate, postcards must be between 3-1/2 by 5 inches and 4-1/4 by 6 inches. Larger postcard sizes are mailable; however, they are charged at the regular First-Class Mail letter rate. Postcard thickness

must be between 0.007 and 0.016 inch.

If letter mail is more than 4-1/4 inches high or more than 6 inches long, it should be at least 0.009 inch thick.

A surcharge is assessed for nonstandard mailpieces.

Ink/Paper Colors and Type Styles: Not all colors of paper and/or ink and type styles are compatible with automated equipment. Contact your postal business center or postmaster for guidance.

Effective January 1, 1997 (or March 1, 1997, for Nonprofit Standard Mail), all letter-size reply cards and envelopes (business reply, courtesy reply, and metered reply mail) provided as enclosures in automation First-Class, automation Periodicals, and automation Standard Mail (A) must meet the standards in C810.8.

Overview Courtesy reply mail (CRM) consists of preaddressed postcards or envelopes provided by the mailer to customers both to expedite their responses and to provide more accurate delivery. It differs from business reply mail (BRM) in that no fees are required and the respondent is responsible for applying the correct postage before mailing back the card or envelope. CRM can come back faster because it is prepared with the correct address and barcode to take advantage of automated USPS processing.

The USPS provides *free of charge* the FIM (facing Identification mark), correct ZIP+4, and a delivery point barcode to print on CRM pieces. The guidelines on the reverse will help optimize the use of this format.

Market research shows that providing barcoded envelopes makes good business sense:

- Barcoded reply envelopes can be processed (delivered) faster by the post office.
- Customers save the time required to find an envelope, look up an address, and then write or type the return address.
- Customers with correctly addressed return envelopes do not make addressing errors that can delay your returns.
- Customers and donors return payments and pledges significantly faster when supplied with a return envelope.
- Providers of return envelopes get remittance faster for optimum cash flow.
- Customers who are "thanked" by the back copy on the envelope flap are more likely to repeat the performance of mailing remittances or donations.
- Automated processing of properly prepared barcoded reply mail provides accurate sorting and eliminates mail delay.
- Customers have positive attitudes about creditors, marketers, and fundraisers who show thoughtfulness in providing reply envelopes.
- Providers of reply mail envelopes get orders faster, reducing inventories and their investment in them.
- Providers of reply envelopes receive and fulfill orders sooner, which improves customer relations.
- Providers using barcoded reply envelopes see faster initial response, giving them an earlier projection of future activity.

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