

**Client and Package Name  
Projection**

Client & Package Name	Select Tested	Test Quantity	Test RPPM	Test CPL	Response %	Exchange or Rental Info	Select Quantity	Order Quantity	Roll Qty After M/Prg	Donors Acquired	Proj Roll RPPM	List CPL	Proj Roll CPL	Net per Letter	Projected Gross	Projected Cost	ROC	Projected Net
<b>Rollouts</b>																		
Roll list name	\$10+<12	5,298	\$0.31	\$0.45	2.15%	ex	26,600	26,600	18,620	360	\$0.28	\$0.03	\$0.44	(\$0.16)	\$5,213.60	\$8,192.80	63.64%	(\$2,979.20)
Roll list name	\$5+<12	4,857	\$0.36	\$0.45	2.49%	ex	24,100	24,100	15,665	351	\$0.32	\$0.03	\$0.44	(\$0.12)	\$5,012.80	\$6,892.60	72.73%	(\$1,879.80)
Roll list name	\$10+<12	5,205	\$0.45	\$0.45	2.06%	ex	18,500	18,500	12,950	240	\$0.41	\$0.03	\$0.44	(\$0.03)	\$5,309.50	\$5,698.00	93.18%	(\$388.50)
Roll list name	\$10+<12	5,554	\$0.34	\$0.45	2.09%	ex	59,800	59,800	43,654	821	\$0.31	\$0.03	\$0.44	(\$0.13)	\$13,532.74	\$19,207.76	70.45%	(\$5,675.02)
Roll list name	\$5+<12	5,346	\$0.32	\$0.45	1.76%	ex	21,600	21,600	15,120	240	\$0.29	\$0.03	\$0.44	(\$0.15)	\$4,384.80	\$6,652.80	65.91%	(\$2,268.00)
Roll list name	\$5+<12	5,711	\$0.34	\$0.45	2.38%	ex	51,500	51,500	38,625	827	\$0.31	\$0.03	\$0.44	(\$0.13)	\$11,973.75	\$16,995.00	70.45%	(\$5,021.25)
Roll list name	\$5+<12	5,321	\$0.36	\$0.45	2.59%	ex	20,500	20,500	14,350	334	\$0.32	\$0.03	\$0.44	(\$0.12)	\$4,592.00	\$6,314.00	72.73%	(\$1,722.00)
<b>Rollout Totals:</b>		<b>31,994</b>					<b>196,000</b>	<b>222,600</b>	<b>158,984</b>	<b>3,174</b>	<b>\$0.31</b>	<b>\$0.03</b>	<b>\$0.44</b>	<b>(\$0.13)</b>	<b>\$50,019.19</b>	<b>\$69,952.96</b>	<b>71.50%</b>	<b>(\$19,933.77)</b>
<b>In-House Lists</b>																		
Lapsed names			\$0.45	\$0.45	2.33%		25,000	25,000	25,000	500	\$0.41	\$0.00	\$0.40	\$0.02	\$10,250.00	\$9,875.00	103.80%	\$375.00
<b>In-House Totals:</b>							<b>25,000</b>	<b>25,000</b>	<b>25,000</b>	<b>500</b>	<b>\$0.41</b>	<b>\$0.00</b>	<b>\$0.40</b>	<b>\$0.02</b>	<b>\$10,250.00</b>	<b>\$9,875.00</b>	<b>103.80%</b>	<b>\$375.00</b>
<b>New Tests:</b>																		
New Test list name	L/18 Month \$5+ Donors					ex	10,600	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
New Test list name	L/18 Month \$5+ Donors					ex	40,200	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
New Test list name	L/18 Month \$5+ Donors					ex	29,000	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
New Test list name	L/12 Month \$5+ Donors					ex	33,800	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
New Test list name	L/12 Month \$10-99.99 Donors					ex	56,400	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
New Test list name	L/12 Month \$5-99.99 Donors					ex	94,700	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
New Test list name	L/12 Month \$5+ Donors					ex	564,900	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
New Test list name	L/12 Month \$5-99.99 Donors					ex	82,500	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
New Test list name	L/12 Month \$10+ Donors					ex	329,800	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
New Test list name	L/12 Month \$5-99.99 Donors					ex	69,200	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
New Test list name	L/12 Month \$5+ Donors					ex	81,700	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
New Test list name	L/12 Month \$5+ Donors					ex	60,000	5,000	3,000	45	\$0.26	\$0.03	\$0.43	(\$0.17)	\$780.00	\$1,275.00	61.18%	(\$495.00)
<b>Test totals:</b>								<b>60,000</b>	<b>36,000</b>	<b>540</b>					<b>\$9,360.00</b>	<b>\$15,300.00</b>		<b>(\$5,940.00)</b>
<b>Multis:</b>									<b>15,380</b>	<b>308</b>	<b>\$0.41</b>	<b>\$0.00</b>	<b>\$0.40</b>	<b>\$0.02</b>	<b>\$6,305.80</b>	<b>\$6,075.10</b>	<b>103.80%</b>	<b>\$230.70</b>
<b>Grand Totals:</b>							<b>221,000</b>	<b>307,600</b>	<b>235,364</b>	<b>4,522</b>	<b>\$0.32</b>		<b>\$0.43</b>	<b>(\$0.11)</b>	<b>\$75,934.99</b>	<b>\$101,203.06</b>	<b>75.03%</b>	<b>(\$25,268.07)</b>