

Date Range: 01/01/07 - 07/06/07
 Source Category: All
 Drop Code: All
 Report: Shipped Dollars

Source	Description	Gross Input	Net Output	Net Qty Mailed	Net % Mailed	List Cost	Total Orders	Unique Orders	Mult Fact	Resp Rate	Net Merch+	Avg Order	\$ Per Book	Unique Resp Rate	Unique Avg Order	Cat Req Tot	Cat Req Resp	Cmb Req Ord	Cmb Resp Rate	
Source Category:																				
OVSRC	FREIGHT BY ORDER WEIGHT	7,500	5,000	4,500	90.0%	10,000.00	60	17	3.53	1.3%	993.70	16.56	0.22	0.4%	58.45	2	0.0%	62	1.4%	
SOURCE	SOURCE CODE	5,000	4,000	3,500	87.5%	9,800.00	405	55	7.36	11.6	18,440.29	45.53	5.27	1.6%	335.28	50	1.4%	455	13.0%	
TSTOFR	FOR TEST OFFER	4,500	4,000	3,500	87.5%	1,000.00	8	6	1.33	0.2%	112.70	14.09	0.03	0.2%	18.78	0	0.0%	8	0.2%	
WEBDEFLT	DEFAULT FOR E65	0	0	0	0.0%	0.00	11	3	3.67	0.0%	0.00	null	null	0.0%	null	0	0.0%	11	0.0%	
Total for Source Category :		17,000	13,000	11,500	88.5%	20,800.00	484	81	5.98	4.2%	19,546.69	40.39	1.70	0.7%	241.32	52	0.5%	536	4.7%	
Source Category: M MEMBERSHIP ORDER																				
MEMBERS	FOR GENERATED	0	0	0	0.0%	0.00	53	21	2.52	0.0%	105.41	1.99	0.00	0.0%	5.02	0	0.0%	53	0.0%	
MEMBNOOE	MEMB SRC DON'T DISPLAY	0	0	0	0.0%	0.00	102	33	3.09	0.0%	205.92	2.02	0.00	0.0%	6.24	0	0.0%	102	0.0%	
Total for Source Category MB		0	0	0	0.0%	0.00	155	54	2.87	0.0%	311.33	2.01	0.00	0.0%	5.77	0	0.0%	155	0.0%	
Source Category: R STORE RESTOCK																				
RESTOCK	RESTOCK ORDERS	0	0	0	0.0%	0.00	8	5	1.60	0.0%	1,149.89	143.74	0.00	0.0%	229.98	0	0.0%	8	0.0%	
Total for Source Category RS		0	0	0	0.0%	0.00	8	5	1.60	0.0%	1,149.89	143.74	0.00	0.0%	229.98	0	0.0%	8	0.0%	
Source Category: TS TEST SOURCE																				
FALL2007	FALL 2007	9,999	700	600	85.7%	1,000.00	1	1	1.00	0.2%	0.00	null	null	0.2%	null	4	0.7%	5	0.8%	
S07SOURCE	ZONE RESERVATION	0	5,000	4,700	94.0%	15,000.00	4	4	1.00	0.1%	0.00	null	null	0.1%	null	3	0.1%	7	0.1%	
Total for Source Category TS		9,999	5,700	5,300	93.0%	16,000.00	5	5	1.00	0.1%	null	null	null	0.1%	null	7	0.1%	12	0.2%	
Final Totals:		26,999	18,700	16,800	89.8%	36,800.00	652	145	4.50	3.9%	21,007.91	32.22	1.25	0.9%	144.88	59	0.4%	711	4.2%	