

2001 Direct Mail Budget

Week of	Mailer	List	Estimated Number Mailed	Printing Specs	Printing Costs	Mail House	Postage*	Estimated Number of Leads
29-Jan	Nation's Restaurant News article (or as soon as we get the reprints back)	Sales Logix restaurant contacts	4,400	n/a	2,861	275	1,500	22
5-Feb	IFA show promotion postcard—franchising message	IFA membership list plus franchise officers in Sales Logix	900	2 over 1	440	100	306	5
19-Feb	IntelliKitchen webinar postcard	Sales Logix restaurant contacts	4,400	2 over 1	550	275	1,500	22
5-Mar	Devlin customer announcement—press release format	Sales Logix C-Store contacts	1,600	xeroxing	256	300	550	8
19-Mar	Selecting an ASP webinar postcard	All Sales Logix contacts	12,400	2 over 1	800	650	4,200	62
2-Apr	Selecting a kitchen system checklist (also use for sales leave-behind—tie-in with IntelliKitchen seminar)	Sales Logix restaurant contacts	4,400	datasheet style	1,800	275	1,500	22
23-Apr	NRA show promotion postcard (cross promote SOS webinar)	Sales Logix restaurant contacts (ten. NRA attendee list)	4,400	2 over 1	550	275	1,500	22

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30-Apr	Selecting an ASP checklist (also use for sales leave-behind—tie-in with ASP seminar)	All Sales Logix contacts	12,400	datasheet style	1,800	650	4,200	62
14-May	Speed of service webinar postcard (cross promote NRA)	Sales Logix restaurant contacts	4,400	2 over 1	550	275	1,500	22
28-May	JTECH partnership announcement; joint offering	JTECH customers	500	xeroxing	80	200	170	3
4-Jun	Retail Systems show promotion postcard—loss prevention teaser	Show list	5,000	2 over 1	550	275	1,500	25
18-Jun	ROI study webinar invitation—postcard	Will depend on the study approach	Up to 12,400	2 over 1	800	650	4,200	8
2-Jul	Westec partnership announcement; joint offering	Westec customers	500	xeroxing	80	200	1,700	3
16-Jul	Customer profile or case study	Vertical will depend on the customer	Up to 4400	xeroxing	1,056	475	1,500	8
6-Aug	Labor management trifold (assumes this matches development schedule)	All Sales Logix contacts	12,400	4 over 4 trifold	1,900	650	4,200	62
27-Aug	HAACP compliance webinar invitation—trifold	Sales Logix restaurant contacts	4,400	4 over 4 trifold	1,650	275	1,500	22
10-Sep	Customer profile or case study	Vertical will depend on the customer	Up to 4400	xeroxing	1,056	475	1,500	8

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24-Sep NACS show promotion trifold—Apigent supports C-store operations	Sales Logix C-store contacts	1,600	4 over 4 trifold	1,300	100	550	8
8-Oct Loss prevention webinar invitation—trifold	All Sales Logix contacts	12,400	4 over 4 trifold	1,900	650	4,200	62
22-Oct IntelliKitchen SOS webinar invitation—postcard	Sales Logix restaurant contacts	4,400	2 over 1	550	275	1,500	22
5-Nov Customer satisfaction webinar invitation—trifold	All Sales Logix contacts	12,400	4 over 4 trifold	1,900	650	4,200	62
19-Nov Customer profile or case study	Vertical will depend on the customer	Up to 4400	xeroxing	1,056	475	1,500	8
3-Dec Trifold—Apigent supports grocery operations	Sales Logix grocery contacts	1,800	4 over 4 trifold	1,400	200	625	9
Subtotals				24,885	8,625	45,601	557
Total: Complete Program						79,111	

Estimated number of leads generated 557

Estimated number of sales closed 70