

To: Mike

From: Clarice

Ref: Cost estimates for Print testing

Attached is a cost estimate from Perception research for print testing of 3 Full Mail ads. Joe mentioned that we could also receive recall for two of our other brands if we want.

2 additional estimates were obtained
1 for a portfolio test and the other
for an actual Magazine tip in.

LeKas and Associates

Portfolio Test (We will provide portfolio)

Sample size 300

3 Cell test - 3 matched groups

20-25 minute questionnaire - 1 card

3 open-ends (max.)

Geographic dispersion - 10 markets - not fixed

If test fielded Feb. 8th - results can be
obtained Feb. 29th (field and Tab only)

\$27,450 ± 10%

Possible
ASI - Magazine ~~Tip 175~~
They will do ~~tip ins~~

Cost of usual door to door method based on 5% incidence is prohibitive.

They are working up a cost if done in malls

Will receive:

Call back - day after recall

Persuasion

Diagnostics on refocus

If started WK. of Feb. 8

Top line 2 weeks (14 working days
after start of field)

Final tables - 2~~0~~ working days
after start of field

Presentation - 10 days after
final tables

Sample size ~~200~~ 300 (150 Males - 150 Female)

Estimated Cost \$37,875 \pm 10%

10 Cities to choose from (can do others if necessary)

OKC

Phoenix

Denver

Miami

Atlanta

LI New York

New Orleans

Elie, Pa.

Chicago

Eugene, Ore.

Cleveland