

Finisterre International

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May 12, 1993

Mike Law, President
Vietnam Helicopter Pilots Association
871 Auburn Woods Drive
Palatine, IL 60067-2435

Dear Mr. Law:

Sorry for the delay in responding to your request of April 29 to determine if I could be of some help regarding your newsletter. I promise to be prompt if we continue our correspondence.

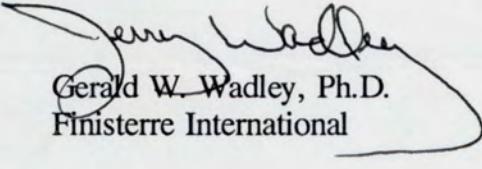
Regarding the "VHPA Newsletter," I will say up front that it is one of the better ones I have received, both in terms of design and content and I do not feel I can gainfully advise you in these areas although a small "Table of Contents" would be helpful. However, we offer some production services you may wish to consider in hopes of reducing your costs. Since I do not know what you are currently spending for typesetting, printing, mailing services or postage, I cannot offer a comparative analysis but I can provide you with enough information to allow you to make your own comparison.

If we were to receive copy for your newsletter either on floppy disk or by modem, we could typeset (@ \$9.50/page) and print a 16 page newsletter w/4 halftones (based on the April 1993 issue - Vol. 11, No. 2) for \$2105.00. This would be for 4,750 copies w/3 colors on front & back (same cost as 2 colors on cover only). If provided with the mailing list, we would add the Zip+4, print Cheshire labels w/delivery point barcode for \$12.50/M including the CASS certified postal report. This allows the piece to be mailed as an automated flat and saves approximately \$19.00/M over standard 2nd or 3rd class non-profit bulk postage rates. The cost for machine labeling, sorting, bundling, bagging and mailing would be \$27.40/M.

You indicated in your letter that you mail 4,500 copies to members (retaining 250 copies). Thus, using the numbers above, the cost for your April 1993 issue would be \$2254.55 plus postage. Its impossible to calculate 2nd class postage without analyzing your mailing list--half the time the Post Office screws it up! However, assuming you are not currently labeling for automation, you can subtract \$19.00/M or \$85.00 from the postage you paid for the April issue and that, added to \$2254.55, will be a good estimate of total production cost.

These numbers may not be any better than what you are now paying--there are a lot of variables in this business! That being the case, you should continue as before and I wish you the best in your endeavors to maintain the continuity and pride of Vietnam helicopter pilots. If, however, the numbers look good and a change is in order, please contact me at your earliest convenience. I would consider it an honor to be of service to your organization.

Sincerely,


Gerald W. Wadley, Ph.D.
Finisterre International