



Strategic Fulfillment Group

111 Corporate Dr., Big Sandy, TX 75755

Phone: 888-685-2233; Fax: 903-636-9009

Contact information:

Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____

E-mail address: _____

Publication profile:

Publication name _____

Number of issues per year _____

Update schedule _____

Postal mailing class _____

Size of subscriber file _____

Audited? Yes/No Audit bureau used _____

Fulfillment profile:

Current fulfillment solution _____

Location of third party services _____

Contract expiration date _____

Notice required (months prior to expire) _____

Projected start or transfer date _____

Please supply monthly averages for the following items:

Customer service calls	_____	Customer service mail	_____
Customer service Internet	_____	Renewals mailed	_____
Invoices mailed	_____	List rentals	_____

Approximately what percentage of your files consists of:

_____ Canadian subscribers	_____ Agency subscriptions
_____ International subscribers	_____ Business addresses
_____ Gift subscriptions	
_____ Bulk copy records	

Fulfillment information:

How many renewal efforts do you send?

How many invoice efforts do you send?

Are your main-run fulfillments output to tape or labels?

Do you attach renewals or invoices to your main run fulfillment?

Do you split your main run fulfillment? If yes, please explain.

Do you print more than one version of your magazine? If yes, how many?

Will you use SFG for preparing and mailing supplemental fulfillments?

If so, would labels, attached invoices or both be used for supplemental fulfillments?

SFG PUBLICATION PROFILE

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Do you sell back issues? If yes, would SFG fulfill these?

Do you send premiums/supplements on order, payment or both? If yes, would SFG fulfill these?

Is your publication audited? If so, by what audit bureau?

Will you use SFG for merge-purge services?

Will you use SFG for list-rental fulfillment services?

Do you market ancillary products that you would want SFG to fulfill?