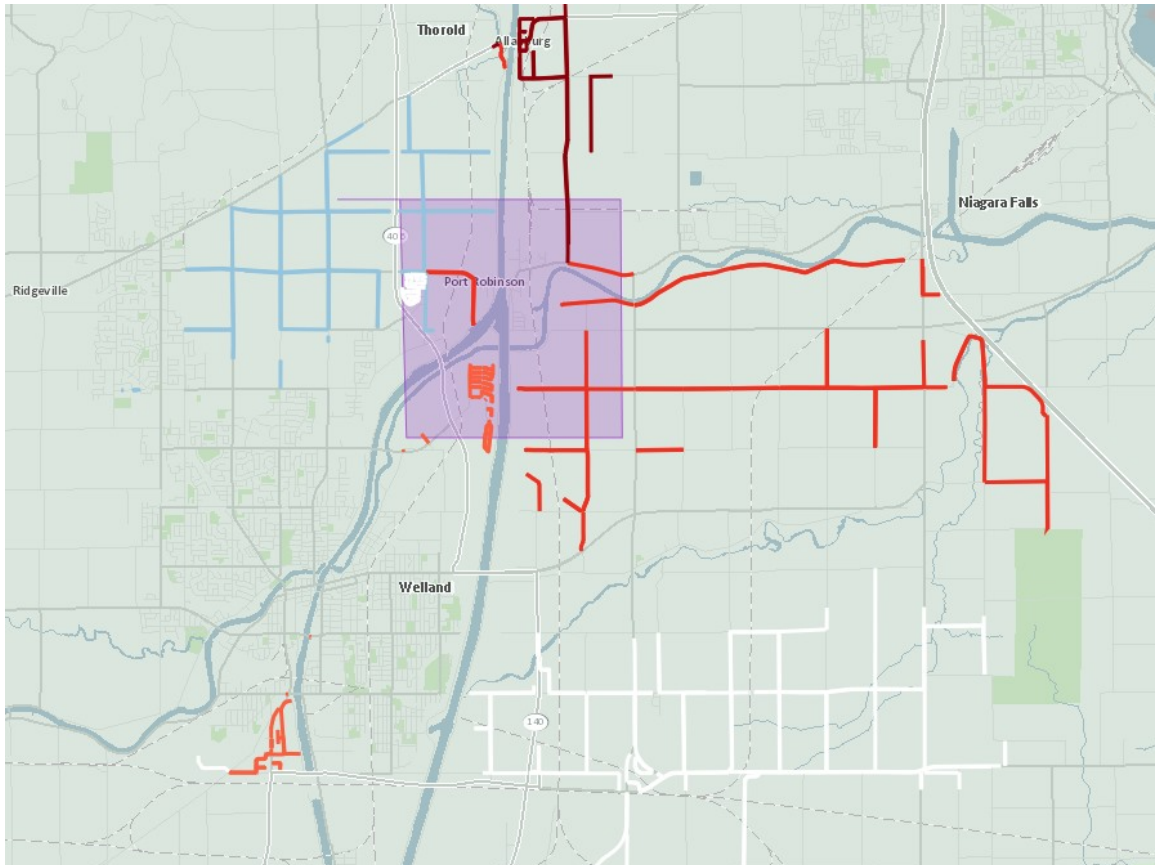


APPENDIX G – CONSULTATION MATERIALS

Canada Post Mailing Routes

Reaching the right people with the right message is a key driver of campaign success. The map below shows your selected trade area and the routes that make up your coverage. The routes are colour coded according to the penetration of your selected demographic variable(s) to show how closely it matches your ideal prospect.



Your Targeting Report

Route Ranking Report



Below you will find your Route Ranking Report, which provides you with a tabular view of the routes within your trade area ranked according to the value of the selected demographic variable(s). By looking at the "Cumulative Penetration" and the "Cumulative Points of Call" columns, you can easily determine which routes you need to target in order to meet your desired quota.

MCINTOSH PERRY

FSA	Delivery Mode (Route)	Depot	All Points Of Call	Cumulative Points of Call
L3B	SS0099	WELLAND LCD MAIN	346	346
L0S	RR0001	PORT ROBINSON PO	312	658
L3B	RR0002	WELLAND LCD MAIN	293	951
L0S	LB0001	PORT ROBINSON PO	287	1238
L0S	RR0002	ALLANBURG PO	146	1384