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Kelley, Loren L.

From: White, Vicki
Sent: Friday, September 17, 1999 11:05 AM
To: Conroy, Mary (Leo Burnett); Denhart, Jay (Leo Burnett); Lydon, Kristen (Leo Burnett)
Cc: Kelley, Loren L.
Subject: ICOM Conference Call Recap

Hi Everyone,

Following is a re-cap of today's conference call:

ICOM Delivery

ICOM will conduct the microfilm/tape preparation process by survey database, and will provide batches of names at the end of October, November & December. The minimum batch size is to be 250,000. All names will hopefully be delivered by the end of December (ICOM to confirm).

ICOM will provide estimated quantities/delivery dates for microfilm and tapes for each of the three months, and will forward to me asap.

Once we receive the October microfilm & tapes, conduct MSCI Q/C, and determine New/Update quantities, we will decide if there are enough names for a December "New Name" recertification mailing - to include the first of 3 batches of ICOM Names only.

Program Set-Up Instructions

1. ICOM will revise the estimated quantity of names for program #99128 and #99129 and I will forward to Mary.
2. The data tape test dump will consist of 50 randomly selected names from each of ICOM's surveys (Spring 98, Fall 98, Spring 99).

Contract

I will follow-up with the 2nd draft of the contract and forward to ICOM for review.

Please let me know if you have any questions/changes and have a great weekend!

Thanks,
Vicki