



FROM: ARK TELESERVICES PHONE: 516-295-3322 FAX: 516-295-7819
 DATE: 11/26/2001 2:00 PM EMAIL: info@arkteleservices.com
 RE: CALLING COMPLETED Nov 7, 2001 – Nov 26, 2001

Client Summary of Project activity to Date

Client:		Internet Telephony	
Magazine Title:		Internet Telephony Subscription Cumulative Report	
Billing Method:		Hourly	
Period Beginning:		07-Nov-01	
Period Ending		21-Nov-01	
Total records:		7830	
FEE SUMMARY		Project Summary	
Cumulative Totals		<u>Disposition</u>	
Internet Telephony Subscriptions	7830		<u>Quantity</u>
Total Time	00.00	Original Subscriber Direct Req.	815
Subscriptions per Hour	00.00	Replacement Subscriber	180
Cost per Subscription	\$0.00	Yes - Refused Personal question	2
		Yes - No Fax Machine	1364
		Didn't Want Magazine	582
		Left Co., No replacement	2
		Wrong Telephone Number	750
		Call backs	440
•Cumulative Phoning Charges	\$0.00	Duplicate (to be used at later date)	962
*Excludes printing, faxing & shipping costs			
Faxes sent (w/ Acct Number):	0	Total Subscribers	2361
Faxed received at Acct:	0	Total Interviews	2945
Fax Response Rate:	0.0%	Total Names Used	4135
Total FAX faxes sent:	2	Response Rate	80.17%
		Penetration Rate	60.21%