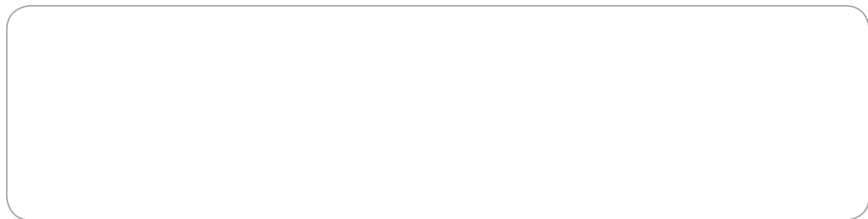


The Atlanta Journal-Constitution

P.O. Box 4689, Atlanta, GA 30302-4689



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METHOD OF PAYMENT

(Total cost \$68.99 plus tax* for 26 weeks):

*Rate with tax: 6%-\$73.13, 7%-\$73.82, 8%-\$74.51.

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FOR IMMEDIATE ACTION, CALL 404-526-7988 TODAY!

Sample A Sample:

The Subscription Department is currently conducting an important survey of newspaper readers in our community. We value your opinion and would like to request your participation in this survey as a former subscriber of The Atlanta Journal-Constitution.

As a reward for your participation, the Subscription Department has arranged for you to renew your subscription with special savings of 47% off the regular newstand rate. To subscribe, simply complete the survey below, fill out the top portion of this form and return in the postage-paid envelope provided. Or, for immediate action call 404-526-7988 today!

Thank you for your assistance with this important survey project.

1. When you were a subscriber, how often did you read the award-winning coverage offered by The Atlanta Journal-Constitution? (check one)

☐ Every day

☐ Three or more days per week

☐ Once or twice a week

☐ Less than once a week

2. Which of the following are most important to when selecting news sources? (mark all that apply)

☐ Award-winning reporting

☐ World news coverage

☐ Coverage of national news and events

☐ In-depth local news and information

3. How important to you is the full coverage of business, investment, and economic news provided by The Atlanta Journal Constitution? (check one)

☐ Very important

☐ Somewhat important

☐ Not important

4. Are you aware that The Atlanta Journal-Constitution provides sales inserts from your local stores, plus an average of \$200 in coupons each week? (check one)

☐ Yes

☐ No

5. Each day, The Journal-Constitution provides complete local and national sports coverage. Which sports coverage interests you? (mark all that apply)

☐ Braves/MLB

☐ Falcons/NFL

☐ Hawks/NBA

☐ Thrashers/NHL

☐ NASCAR/motorsports

☐ College football and/or basketbal

☐ Other

6. How important to you is The Atlanta Journal Constitution's complete coverage of local and national politics? (check one)

☐ Very important

☐ Somewhat important

☐ Not important

7. Every week, The Journal-Constitution provides great coverage of entertainment and the arts. Which entertainment news and coverage interests you the most? (mark all that apply)

☐ Entertainment news

☐ Movie reviews and show times

☐ Restaurant reviews

☐ Fine arts

☐ Music and nightlife

☐ Other

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