

ARCHAEOLOGY

Direct Mail Jun 26

Mail Date:

6/30/2026

Business through:

6/12/2026

Days since drop date:

-18

Panel	Darwin Key	Select	Offer	Mail Qty	Gross	Gross %	Cash	Cash %	Credit	Credit %	Bill Me Paid	Bill Me Paid %	Paid Orders	Paid Orders %	Net Orders	Net Orders %	Paid Revenue	Total Promo Expense	Total Net Revenue	Promo P/L Per Sub
AH Voucher Pkg (House Main)																				
	26FAEA1A	Archaeology - Agent 0-4 Month	6/\$19.97	1,013	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAED1A	Archaeology - Dtp 0-4 Month	6/\$19.97	8,880	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAED2A	Archaeology - Dtp 5-8 Month	6/\$19.97	7,293	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAED3A	Archaeology - Dtp 9-12 Month	6/\$19.97	7,457	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAED4A	Archaeology - Dtp 13-16 Month	6/\$19.97	8,398	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAED5A	Archaeology - Dtp 17-20 Month	6/\$19.97	7,757	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAED6A	Archaeology - Dtp 21-24 Month	6/\$19.97	8,002	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAED7A	Archaeology - Dtp 25-28 Month	6/\$19.97	9,442	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAED8A	Archaeology - Dtp 29-32 Month	6/\$19.97	9,903	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAEW1A	Archaeology Wiland Expires - Segment 1	6/\$19.97	21,959	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
Total AH Voucher Pkg (House Main)					90,104	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0	\$0	\$0
AO Voucher Pkg (Outside Main)																				
	26FAAB1A	Abacus - Synergy Model Segment 1	6/\$19.97	25,309	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAAC1A	Archaeology Conservancy - Donors	6/\$19.97	3,827	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FABA1A	Biblical Archaeology Review - 0-12-month Active Subscribers	6/\$19.97	26,379	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FABA2A	Biblical Archaeology Review - 13+ Month Renewals	6/\$19.97	8,271	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FADL2A	Dataline - New Model, Top 1/2 Of Segment 1	6/\$19.97	13,634	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAMBIA	Multibuyers 2x - January 2026 2x+ (arc16m - Am19)	6/\$19.97	8,685	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FASM3A	Smithsonian - 3 Month Dtp, Omit Renewals	6/\$19.97	15,024	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FASM2A	Smithsonian - 3 Month Renewals	6/\$19.97	19,103	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAW51A	Wiland - 2025 Universal Performance, Segment 1	6/\$19.97	54,119	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAW41A	Wiland - 2024 Universal Performance, Segment 1	6/\$19.97	6,769	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAW52A	Wiland - 2025 Universal Performance, Segment 2	6/\$19.97	31,091	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FAP21A	Path2response - New Model Tbd	6/\$19.97	11,345	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
Total AO Voucher Pkg (Outside Main)					223,556	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0	\$0	\$0
BH Voucher Pkg (House Control)																				
	26FBHOSA	Voucher Pkg House Control List Group	6/\$19.97	5,000	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
Total BH Voucher Pkg (House Control)					5,000	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0	\$0	\$0
BO Voucher Pkg (Outside Control)																				
	26FBOUTA	Voucher Pkg Outside Control List Group	6/\$19.97	10,000	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
Total BO Voucher Pkg (Outside Control)					10,000	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0	\$0	\$0

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CH Voucher Pkg (House Control)																				
	26FCHOSA	Voucher Pkg House Control List Group	6/\$19.97	5,000	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
Total CH Voucher Pkg (House Control)				5,000	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0	\$0	\$0	\$0.00
CO Voucher Pkg (Outside Control)																				
	26FCOUTA	Voucher Pkg Outside Control List Group	6/\$19.97	10,000	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
Total CO Voucher Pkg (Outside Control)				10,000	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0	\$0	\$0	\$0.00
DH Voucher Pkg (House Test #1 - prem downld)																				
	26FDHPAA	Archaeology - Agent 0-4 Month	6/\$19.97	113	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDHPBA	Archaeology - Dtp 0-4 Month	6/\$19.97	985	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDHPCA	Archaeology - Dtp 5-8 Month	6/\$19.97	810	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDHPDA	Archaeology - Dtp 9-12 Month	6/\$19.97	828	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDHPEA	Archaeology - Dtp 13-16 Month	6/\$19.97	932	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDHPFA	Archaeology - Dtp 17-20 Month	6/\$19.97	860	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDHPGA	Archaeology - Dtp 21-24 Month	6/\$19.97	888	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDHPHA	Archaeology - Dtp 25-28 Month	6/\$19.97	1,048	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDHPIA	Archaeology - Dtp 29-32 Month	6/\$19.97	1,100	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDHPJA	Archaeology Wiland Expires - Segment 1	6/\$19.97	2,436	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
Total DH Voucher Pkg (House Test #1 - prem downld)				10,000	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0	\$0	\$0	\$0.00
DO Voucher Pkg (Outside Test #1 - prem downld)																				
	26FDOPAA	Abacus - Synergy Model Segment 1	6/\$19.97	2,265	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDOPBA	Archaeology Conservancy - Donors	6/\$19.97	342	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDOPCA	Biblical Archaeology Review - 0-12-month Active Subscribers	6/\$19.97	2,360	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDOPDA	Biblical Archaeology Review - 13+ Month Renewals	6/\$19.97	740	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDOPEA	Dataline - New Model, Top 1/2 Of Segment 1	6/\$19.97	1,220	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDOPFA	Multibuyers 2x - January 2026 2x+ (arc16m - Am19)	6/\$19.97	777	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDOPGA	Smithsonian - 3 Month Dtp, Omit Renewals	6/\$19.97	1,344	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDOPHA	Smithsonian - 3 Month Renewals	6/\$19.97	1,709	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDOPIA	Wiland - 2025 Universal Performance, Segment 1	6/\$19.97	4,842	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDOPJA	Wiland - 2024 Universal Performance, Segment 1	6/\$19.97	605	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDOPKA	Wiland - 2025 Universal Performance, Segment 2	6/\$19.97	2,782	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
	26FDOPLA	Path2response - New Model Tbd	6/\$19.97	1,014	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0		\$0	\$0.00
Total DO Voucher Pkg (Outside Test #1 - prem downld)				20,000	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0	\$0	\$0	\$0.00
Online Order Codes																				
	I6FAHSEA	AH Voucher Pkg House Main	6/\$19.97		0		0	0.00%	0	0.00%	0		0	0.00%	0		\$0		\$0	\$0.00
	I6FAOUTA	AO Voucher Pkg Outside Main	6/\$19.97		0		0	0.00%	0	0.00%	0		0	0.00%	0		\$0		\$0	\$0.00
	I6FBHSEA	BH Voucher Pkg House Control	6/\$19.97		0		0	0.00%	0	0.00%	0		0	0.00%	0		\$0		\$0	\$0.00
	I6FBOUTA	BO Voucher Pkg Outside Control	6/\$19.97		0		0	0.00%	0	0.00%	0		0	0.00%	0		\$0		\$0	\$0.00
	I6FCHSEA	CH Voucher Pkg House Control	6/\$19.97		0		0	0.00%	0	0.00%	0		0	0.00%	0		\$0		\$0	\$0.00
	I6FCOUTA	CO Voucher Pkg Outside Control	6/\$19.97		0		0	0.00%	0	0.00%	0		0	0.00%	0		\$0		\$0	\$0.00
	I6FDHSEA	DH Voucher Pkg House Test 1	6/\$19.97		0		0	0.00%	0	0.00%	0		0	0.00%	0		\$0		\$0	\$0.00
	I6FDOUTA	DO Voucher Pkg Outside Test 1	6/\$19.97		0		0	0.00%	0	0.00%	0		0	0.00%	0		\$0		\$0	\$0.00
Total Online Order Codes					0		0		0		0		0	0.00%	0		\$0	\$0	\$0	\$0.00
GRAND TOTAL				373,660	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	\$0	\$0	\$0	\$0.00