

ARCHAEOLOGY

Renewal by Effort
2026 Issues

All Sources															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
61,982	22,891	61,982	21,550	47,231	43,818	38,673	27,638	9,464	24,812	5,848	15,932	-	-	33,742	353,581
24,466	995	9,366	433	5,532	2,365	2,261	1,463	307	698	161	822	-	-	63	5.70
39.5%	4.3%	15.1%	2.0%	11.7%	5.4%	5.8%	5.3%	3.2%	2.8%	2.8%	5.2%	0.0%	0.0%	0.2%	

Inserts (6)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
1,519	490	1,519	485	1,190	1,140	1,033	765	245	701	177	496	-	-	799	9,040
506	9	196	5	123	50	44	38	1	17	3	20	-	-	-	5.95
33.3%	1.8%	12.9%	1.0%	10.3%	4.4%	4.3%	5.0%	0.4%	2.4%	1.7%	4.0%	0.0%	0.0%	0.0%	

Direct Mail (2)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
14,910	3,537	14,910	3,485	10,268	9,510	8,978	7,661	1,974	7,245	1,137	4,177	-	-	8,020	80,902
3,721	25	1,337	15	668	490	478	350	23	139	16	179	-	-	1	5.43
25.0%	0.7%	9.0%	0.4%	6.5%	5.2%	5.3%	4.6%	1.2%	1.9%	1.4%	4.3%	0.0%	0.0%	0.0%	

Internet (I)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
492	477	492	448	403	384	362	285	271	266	196	193	-	-	293	4,070
146	26	13	22	13	10	10	6	15	7	11	11	-	-	2	8.27
29.7%	5.5%	2.6%	4.9%	3.2%	2.6%	2.8%	2.1%	5.5%	2.6%	5.6%	5.7%	0.0%	0.0%	0.7%	

Other DTP (7, 8, 9, C, F, G, 99)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
1,715	887	1,715	811	1,490	1,348	1,161	819	410	732	289	557	-	-	864	11,083
699	35	242	7	152	60	37	52	23	23	12	55	-	-	1	6.46
40.8%	3.9%	14.1%	0.9%	10.2%	4.5%	3.2%	6.3%	5.6%	3.1%	4.2%	9.9%	0.0%	0.0%	0.1%	

Agency (Z)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
6,887	603	4,266	626	3,277	3,224	3,122	2,247	313	2,191	224	1,703	-	-	6,887	28,683
261	6	81	1	62	19	21	24	-	12	-	10	-	-	25	4.16
3.8%	1.0%	1.9%	0.2%	1.9%	0.6%	0.7%	1.1%	0.0%	0.5%	0.0%	0.6%	0.0%	0.0%	0.4%	

Renewals (R)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
39,080	16,897	39,080	15,695	30,603	28,212	24,017	15,861	6,251	13,677	3,825	8,806	-	-	16,879	219,803
19,133	894	7,497	383	4,514	1,736	1,671	993	245	500	119	547	-	-	34	5.62
49.0%	5.3%	19.2%	2.4%	14.8%	6.2%	7.0%	6.3%	3.9%	3.7%	3.1%	6.2%	0.0%	0.0%	0.2%	

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Renewal by Effort
2025 Issues

All Sources															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
78,934	37,221	78,934	31,397	66,547	64,972	61,006	50,228	18,158	47,122	15,967	42,873	-	-	55,403	569,828
40,181	1,311	15,387	887	6,478	6,373	3,673	1,872	377	1,685	346	1,607	-	-	185	7.22
50.9%	3.5%	19.5%	2.8%	9.7%	9.8%	6.0%	3.7%	2.1%	3.6%	2.2%	3.7%	0.0%	0.0%	0.3%	

Inserts (6)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
1,780	714	1,780	605	1,616	1,521	1,447	1,206	362	1,153	338	1,086	-	-	1,275	13,103
841	13	329	9	155	122	90	46	5	38	4	30	-	-	-	7.36
47.2%	1.8%	18.5%	1.5%	9.6%	8.0%	6.2%	3.8%	1.4%	3.3%	1.2%	2.8%	0.0%	0.0%	0.0%	

Direct Mail (2)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
16,757	4,272	16,757	4,646	16,296	16,199	15,664	13,621	3,345	13,604	3,334	12,764	-	-	14,566	135,068
6,452	41	2,023	34	1,087	1,139	663	452	16	521	24	442	-	-	10	8.06
38.5%	1.0%	12.1%	0.7%	6.7%	7.0%	4.2%	3.3%	0.5%	3.8%	0.7%	3.5%	0.0%	0.0%	0.1%	

Internet (I)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
2,395	2,395	2,053	1,961	1,759	1,726	1,624	1,127	1,054	1,068	967	984	-	-	1,561	18,279
643	93	81	82	86	59	51	36	28	19	42	53	-	-	13	7.63
26.8%	3.9%	3.9%	4.2%	4.9%	3.4%	3.1%	3.2%	2.7%	1.8%	4.3%	5.4%	0.0%	0.0%	0.8%	

Other DTP (7, 8, 9, C, F, G, 99)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
2,716	1,747	2,716	1,489	2,362	2,087	2,009	1,513	677	1,404	602	1,246	-	-	1,731	19,583
1,324	47	530	42	231	189	109	46	18	48	10	47	-	-	7	7.21
48.7%	2.7%	19.5%	2.8%	9.8%	9.1%	5.4%	3.0%	2.7%	3.4%	1.7%	3.8%	0.0%	0.0%	0.4%	

Agency (Z)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
9,704	2,585	6,984	2,426	6,784	6,037	7,238	6,871	2,060	6,818	2,011	6,521	-	-	9,704	66,039
799	30	197	29	114	122	108	61	4	39	16	50	-	-	29	6.81
8.2%	1.2%	2.8%	1.2%	1.7%	2.0%	1.5%	0.9%	0.2%	0.6%	0.8%	0.8%	0.0%	0.0%	0.3%	

Renewals (R)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
48,644	25,508	48,644	20,270	37,730	37,402	33,024	25,890	10,660	23,075	8,715	20,272	-	-	26,566	317,756
30,122	1,087	12,227	691	4,805	4,742	2,652	1,231	306	1,020	250	985	-	-	126	6.53
61.9%	4.3%	25.1%	3.4%	12.7%	12.7%	8.0%	4.8%	2.9%	4.4%	2.9%	4.9%	0.0%	0.0%	0.5%	

ARCHAEOLOGY

Renewal by Effort
2024 Issues

All Sources															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
95,910	37,727	95,910	35,538	89,295	78,520	71,319	60,340	21,379	55,582	18,532	50,743	37	-	76,437	691,359
47,923	1,341	17,061	743	9,739	5,861	5,534	3,021	410	1,935	306	1,716	1	-	255	7.21
50.0%	3.6%	17.8%	2.1%	10.9%	7.5%	7.8%	5.0%	1.9%	3.5%	1.7%	3.4%	2.7%	0.0%	0.3%	

Inserts (6)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
2,569	922	2,569	885	2,373	2,076	1,836	1,585	519	1,479	474	1,395	-	-	1,964	18,077
1,239	28	486	5	267	152	129	73	4	46	3	41	-	-	5	7.04
48.2%	3.0%	18.9%	0.6%	11.3%	7.3%	7.0%	4.6%	0.8%	3.1%	0.6%	2.9%	0.0%	0.0%	0.3%	

Direct Mail (2)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
29,973	7,287	29,973	7,312	28,615	26,413	24,612	22,069	5,319	21,123	4,890	19,759	-	-	27,058	224,430
11,523	57	3,761	35	2,202	1,336	1,626	1,112	18	737	26	598	-	-	15	7.49
38.4%	0.8%	12.5%	0.5%	7.7%	5.1%	6.6%	5.0%	0.3%	3.5%	0.5%	3.0%	0.0%	0.0%	0.1%	

Internet (I)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
5,651	5,463	5,651	5,203	5,316	4,943	4,687	4,159	3,843	3,953	3,549	3,693	1	-	5,152	55,613
1,917	197	377	165	285	175	211	86	99	90	86	110	-	-	36	9.84
33.9%	3.6%	6.7%	3.2%	5.4%	3.5%	4.5%	2.1%	2.6%	2.3%	2.4%	3.0%	0.0%	0.0%	0.7%	

Other DTP (7, 8, 9, C, F, G, 99)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
5,307	2,560	5,307	2,328	4,623	3,719	3,200	2,495	1,083	2,232	890	1,941	-	-	3,007	33,385
2,816	103	1,175	52	573	294	267	150	23	81	17	70	-	-	11	6.29
53.1%	4.0%	22.1%	2.2%	12.4%	7.9%	8.3%	6.0%	2.1%	3.6%	1.9%	3.6%	0.0%	0.0%	0.4%	

Agency (Z)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
10,928	1,580	7,810	1,507	7,485	7,166	6,875	6,506	1,078	6,341	953	6,020	-	-	10,928	64,249
1,224	31	356	21	253	111	160	88	12	72	12	78	-	-	30	5.88
11.2%	2.0%	4.6%	1.4%	3.4%	1.5%	2.3%	1.4%	1.1%	1.1%	1.3%	1.3%	0.0%	0.0%	0.3%	

Renewals (R)															Total Mail Qty
TOTAL	Effort 1	Effort 2	Effort 3	Effort 4	Effort 5	Effort 6	Effort 7	Effort 8	Effort 9	Effort 10	Effort 11	Effort 12	Effort 13	Effort 14	All Efforts
44,600	19,915	44,600	18,303	40,883	34,203	30,109	23,526	9,537	20,454	7,776	17,935	36	-	28,328	295,605
29,204	925	10,906	465	6,159	3,793	3,141	1,512	254	909	162	819	1	-	158	6.63
65.5%	4.6%	24.5%	2.5%	15.1%	11.1%	10.4%	6.4%	2.7%	4.4%	2.1%	4.6%	2.8%	0.0%	0.6%	