

DIRECT MAIL SUMMARY

During 1985, a total of 2.9 million pieces of mail were coordinated through the EXPO INFO department. This total included 1.5 million periodical publications with regional, national and international market destinations. Most of these publications were distributed on a monthly basis.

As of November 1, 1985, EXPO INFO distribution staff of 4 also took on the responsibility for coordination of all direct mail programs generated by the EXPO 86 Corporation. This coordination included 330,300 pieces of mail for Group Sales, Travel Industry Sales and Entertainment markets.