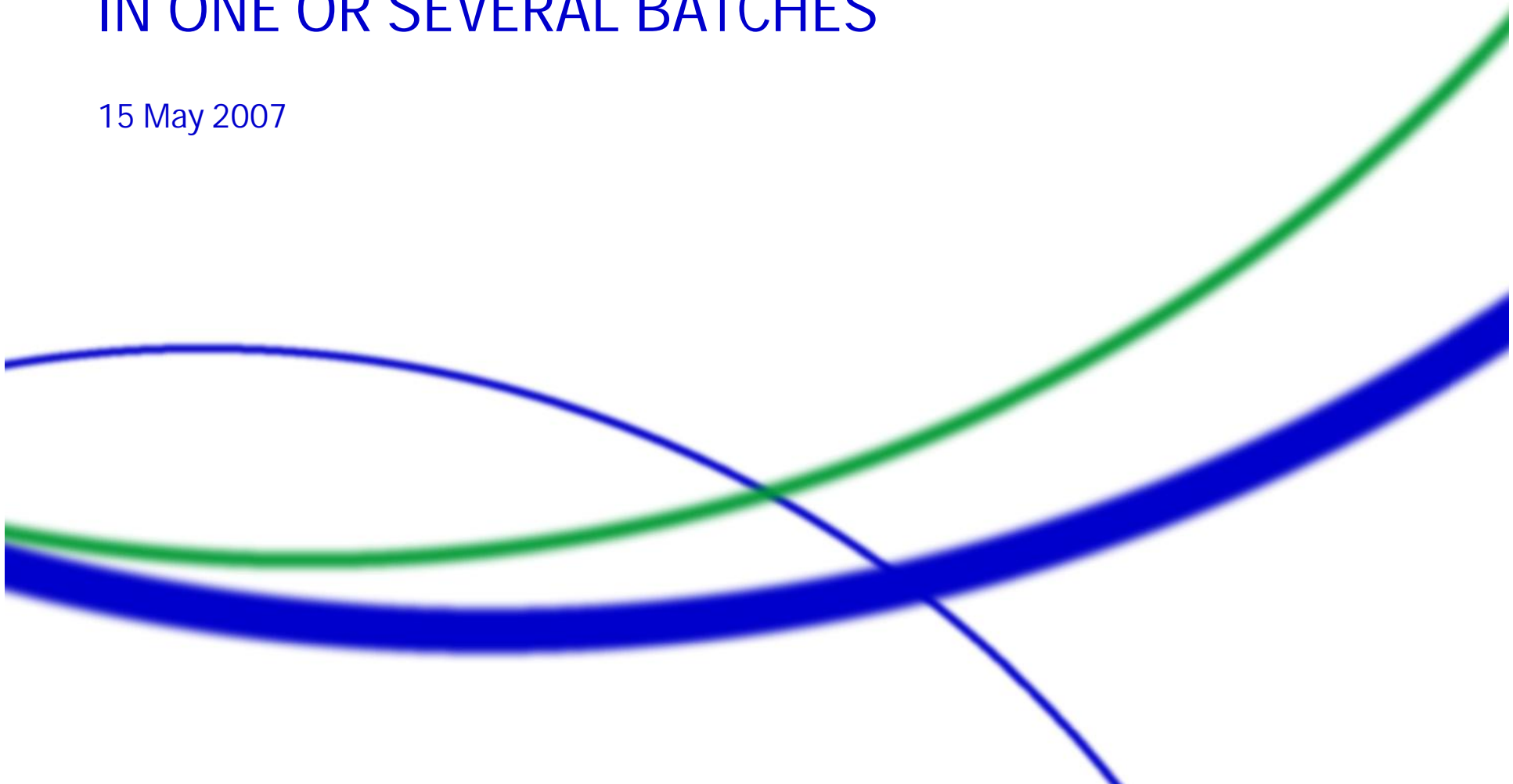


MAILING OF ONE PUBLICATION ISSUE IN ONE OR SEVERAL BATCHES

15 May 2007



MAILING OF ONE PUBLICATION ISSUE IN ONE OR SEVERAL BATCHES

Introduction

- Determining prices by publication mailing size within Itella's publication services is based on the fact that publications are bundled as a single batch. This enables us to optimise the economies of scale in Itella's pre-processing provided by the large mailing size.
This means that publications are bundled as a single process at postal code level, from postal code area 99 to 00 (or from 00 to 99, as agreed separately). In practice, this is shown in the publication's address list being in the form of a single file.
- Re-loading bundled publications into transport units to form targeted full loads, based on the run of postal codes ranging from 99–00, does not constitute partial mailing.
- Mailing one publication issue over several days must always be agreed with Itella (so called extended mailing).

MAILING OF ONE PUBLICATION ISSUE IN SEVERAL BATCHES

Partial mailings

1(2)

- Partial mailings mean that publications are bundled and mailed in several batches, based on postal codes ranging from 99 to 00 (or from 00 to 99, as separately agreed) and, possibly, at several offices, leading to smaller economies of scale.
- A publication with various inserts nationwide is typical of a partial mailing. The customer's address register is available in several files.
- Each of these partial mailings is priced as a separate mailing, regardless of whether mailing and/or posting are/is performed at one or several offices, or stated on the same mailing list.

MAILING OF ONE PUBLICATION ISSUE IN SEVERAL BATCHES

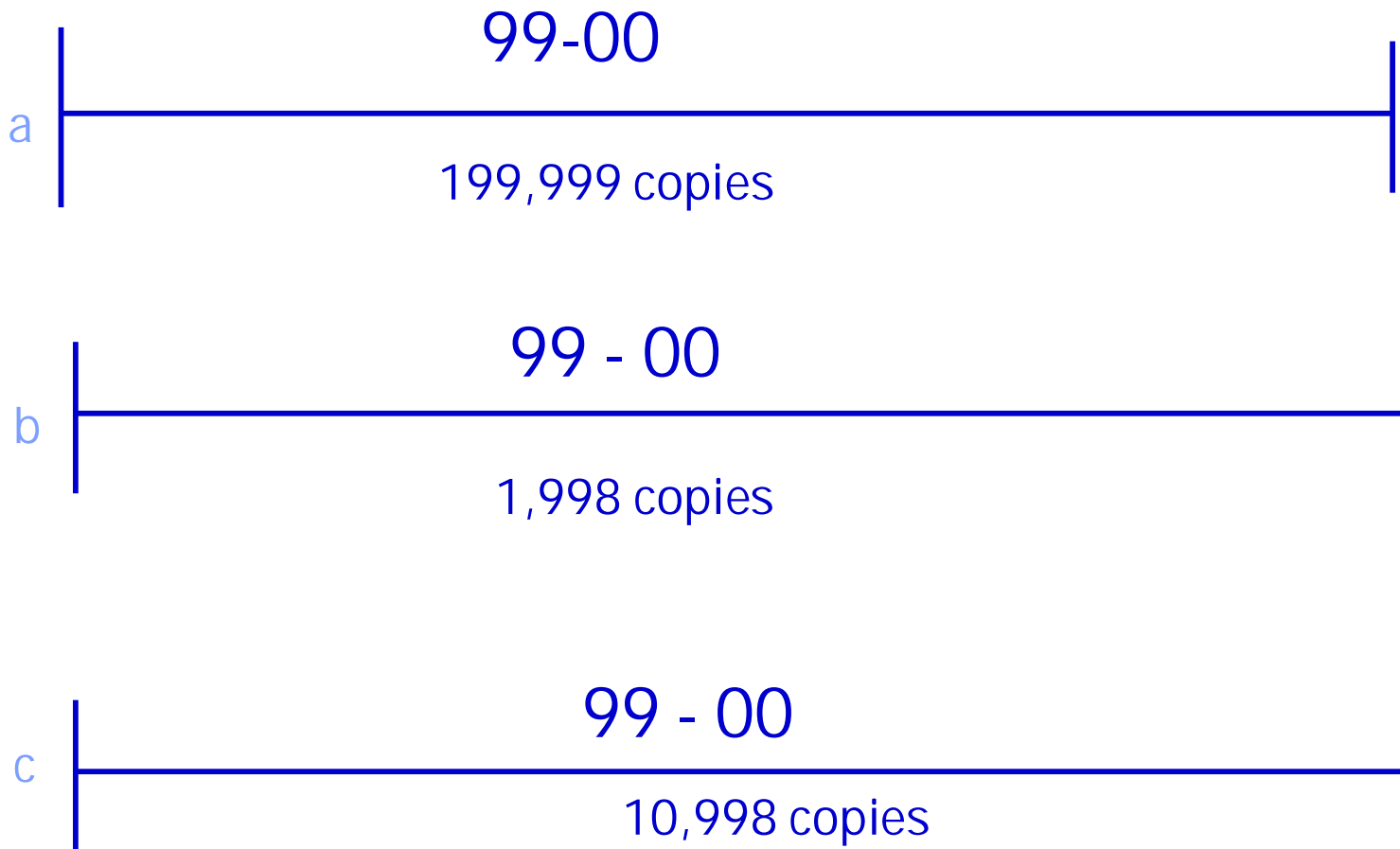
Partial mailings

2

- Filling in the publication's electronic or paper mailing list:
 - Enter the publication's issue onto the mailing list and other required information onto its own lines.
 - Enter the batch identifier, determined by the customer or mailer, onto the appropriate line.
 - The batch identifier consists of two characters (may include letters and digits) and must differ by line.
 - Zones FI = continental Finland and AH = Åland are separated and entered onto their own lines using the same batch identifier
 - It pays to make use of the info code field (max. 15 characters) because the batch identifier and the info code are copied onto the invoice in the publication's issue-specific report
 - When using a subcontractor for the publication's partial mailing process, use of a different batch identifier must be agreed.

MAILING OF ONE PUBLICATION
ISSUE AS PARTIAL MAILINGS:
example of mailing 212,995 copies

- Filling in the mailing list for partial mailings:
1. One list with batch identifiers aa, bb and cc on different lines
 2. Two lists: batch identifier aa on the first list and bb and cc on the second list
 3. Three lists: batch identifier aa on the first list, bb on the second one and cc on the third one



Total 212,995 copies

MAILING OF ONE PUBLICATION ISSUE IN SEVERAL BATCHES

Partial batches

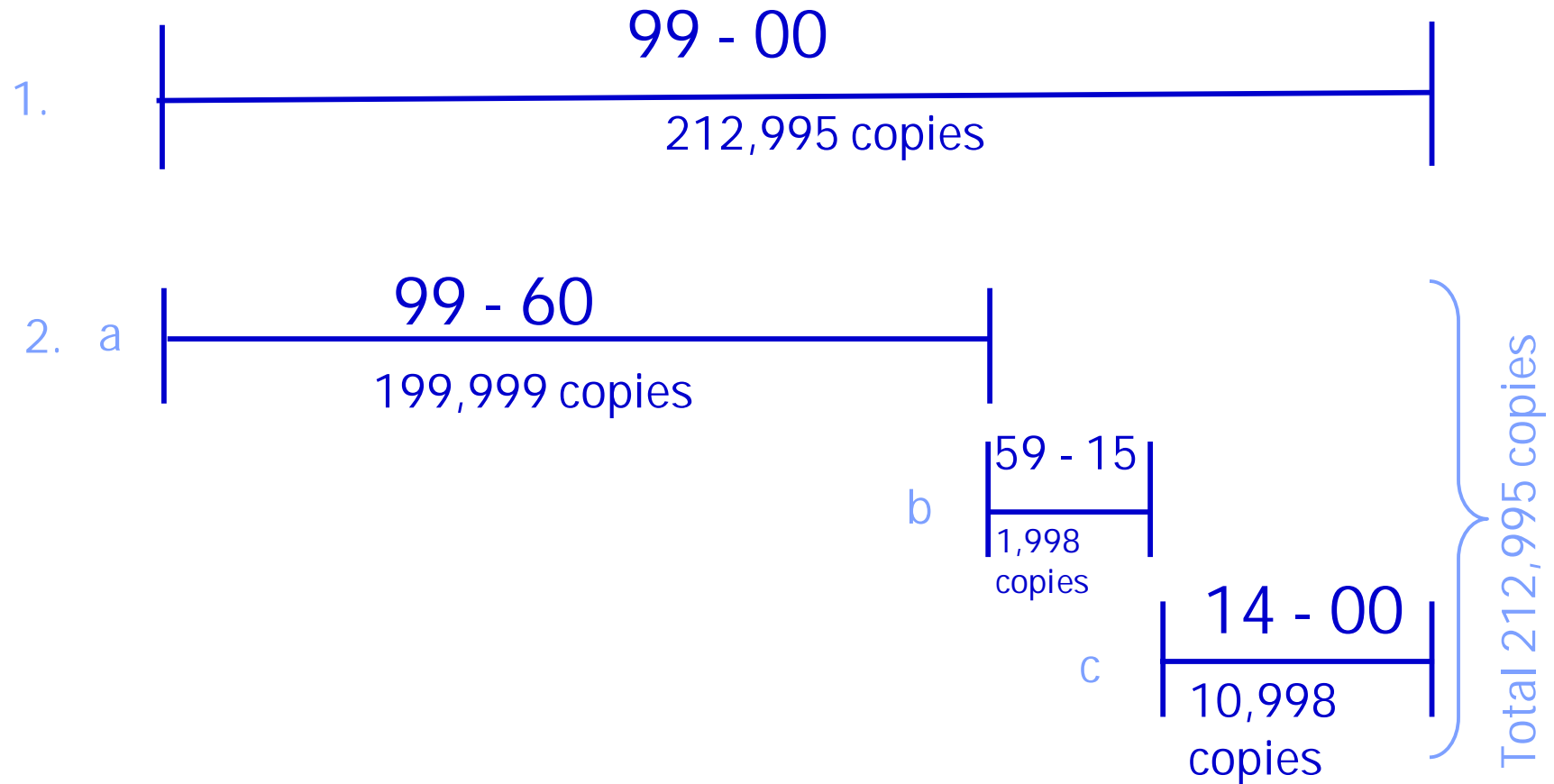
- Partial batches refer to the mailing of one publication issue in different editions due to inserts. However,
 - The entire batch is bundled as a single process (99–00) and inserts or pages based on zoning are produced within the same bundling process
- Inserts by region is the most typical example of this, in which case the 99–00 order remains
 - Filling in the publication's electronic or paper mailing list:
 - Enter the publication's issue and other required information onto the mailing list.
 - Each edition of the same publication is entered onto its own line on the mailing list
 - No batch identifier is used in partial batches

MAILING OF ONE PUBLICATION ISSUE AS PARTIAL BATCHES:

example of mailing 212,995 copies

Filling in the mailing list in partial batches:

1. One list with one line
2. One list with 3 lines:
lines 2 a, b and c, no batch identifier
3. Three lists: list 2a, 2b and 2c, no batch identifier



WORKING INSTRUCTION – MAILING OF ONE PUBLICATION ISSUE IN SEVERAL BATCHES

- Use of the batch identifier on the mailing list for partial mailings applies to the following product codes:
 - 5200 Press Pro 1 A
 - 5201 Press Pro 1 B
 - 5202 Press Pro 1 C
 - 5203 Press Pro 1 D
 - 5206 Press Pro 2 & 3 B
 - 5207 Press Pro 2 & 3 C
 - 5208 Press Pro 2 & 3 D
 - 4735 Press X, manually sortable
 - 4736 Press X, batch-sorted
 - 4738 Press M, manually sortable
 - 4739 Press M, batch-sorted
 - 4740 Press M, stand-by