

"9 X 12 PEOPLE PC"
 #E1203525T-01 V1 INSIDE
 7.689" X 19.625"
 INSERTABLE CEM
 JW

.250" TRIM ON PRESS FOR BLEED (TO CREATE BLEED, EXTEND PRINT .125" INTO THIS AREA)

250" NO LIVE COPY

A great Internet experience at less than half the cost of AOL.

HEAD OF LETTER

Sample A. SampleXXXXXXXXXXXXXXXXXX
 Address1XXXXXXXXXXXXXXXXXXXXXXXXXX
 Address2XXXXXXXXXXXXXXXXXXXXXXXXXX
 City, State ZipXXXXXXXXXXXXXXXXXXXX



Dear John Q. Sample,

Are you paying over \$20 a month for Internet service with AOL? Have you ever wondered if you're being charged too much?

We think you are. That's why we created PeoplePC™ Online five years ago. We figured out how to give you what the others can't: A great Internet experience at a lower price.

Compare PeoplePC Online service to AOL and pay just \$5.47 a month for your first 3 months!

With PeoplePC Online, you get unlimited Internet access for a fraction of what AOL charges — just \$5.47 a month for your first 3 months, and \$10.95 a month after that. There are no annoying banner ads on your Welcome page, and no distractions.

Virus Blocker scans your email automatically.

While the price is nice, it's the quality of our service that keeps people around. Our Virus Blocker software is powered by the world's most-trusted antivirus solution: Symantec's Norton AntiVirus.™ It helps stop email viruses from spreading by automatically scanning all incoming emails for viruses before they're downloaded to your computer.

All the features you'd expect from the big ISPs — for half the price!

Over the last five years, we've perfected the art of giving people a better Internet experience, at a lower price. With PeoplePC Online, you also get:

- Over 9,000 local access numbers across the U.S. — more than twice as many as AOL
- Smart Dialer technology for faster, more reliable connections
- Pop-Up Blocker to help get rid of annoying pop-up ads
- Powerful spam controls that help keep your inbox free of unwanted email

(over, please)

Pop in the enclosed CD and enter Offer Code **RICHARD** when prompted.

PAGE 1

Get your first 3 months at half-price!

250" NO LIVE COPY

SUIT 1 1 1

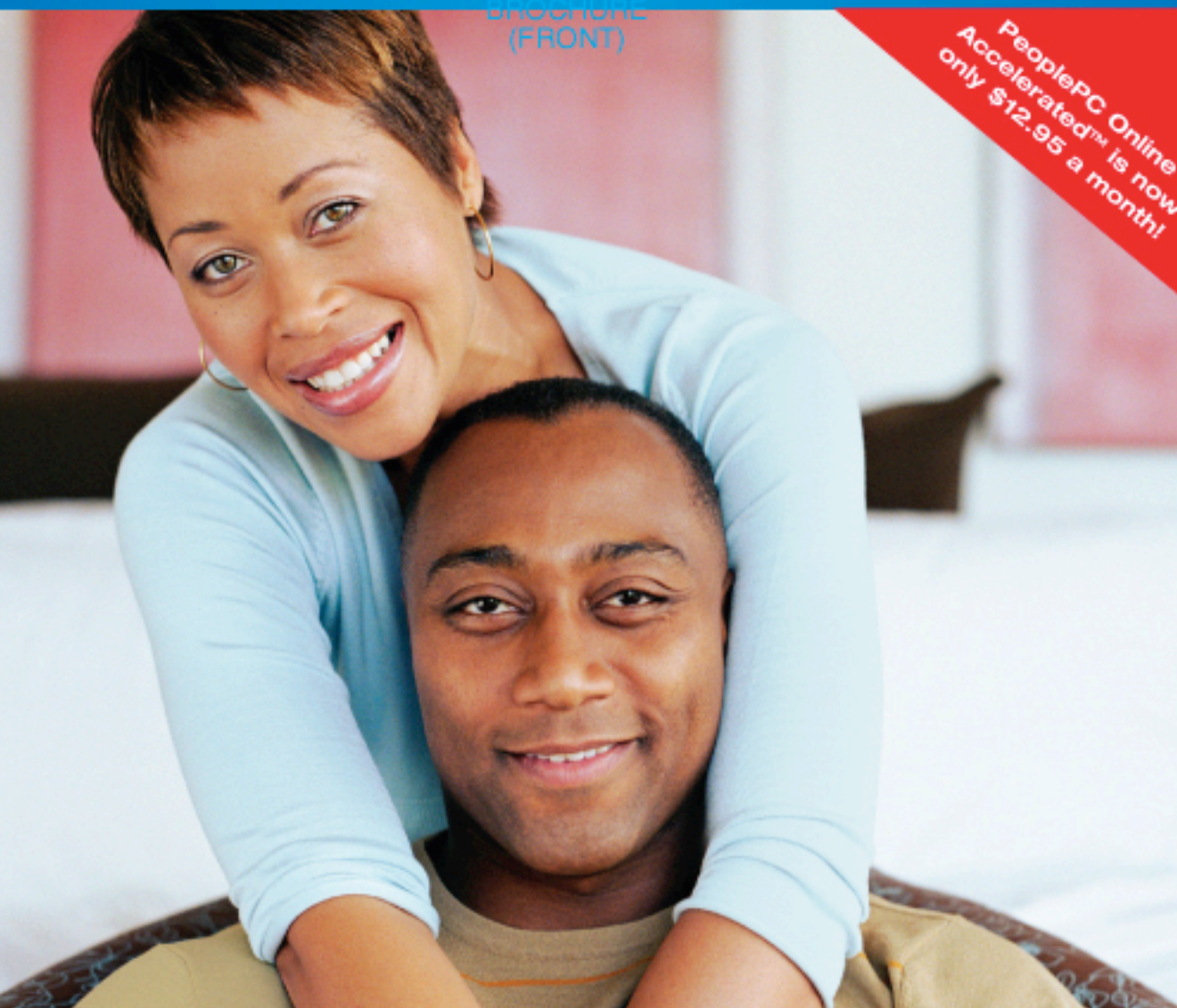
CONVERTING WEB DIRECTION



.500" CUE MARK AREA - NO PRINT OR VARNISH
 .750" TRIM ON PRESS

250" NO LIVE COPY

Why pay more for AOL® when you don't get more?



PeoplePC Online: Unlimited Internet access for as low as \$5.47 a month.

peoplepc online
 A better way to Internet.

250" NO LIVE COPY

.250" TRIM ON PRESS FOR BLEED (TO CREATE BLEED, EXTEND PRINT .125" INTO THIS AREA)

JOB #: PPC-0408031-02
 CLIENT: PeoplePC
 DESCRIPTION: Nov 04 Core - 3 mos at 1/2 price
 COMPONENT: LTR
 VERSION #: 1 of 1
 CONV / INLINE:
 Inline
 SIZE: 7.689"w x 10"h
 FINISHED SIZE: 7.689"w x 7.50"h
 FOLD: at 7.5" from top
 STOCK: 70# gloss
 BLEEDS: full
 INK COLORS: 6/6
 4cp + PMS 2935 dark blue + PMS 299 light blue + OVER SAME
 LIVE FONT: Helvetica 55 Roman, 56 Italic
 LIVE FONT SIZE: 10pt
 LIVE LEADING: 12pt
 TRACKING: 0
 PERSONALIZATION: YES, INDICATED IN RGB GREEN (TYPE TO BE SET IN BLACK)
 SPECIAL INSTRUCTIONS: PRINT VENDORS TO ENSURE THAT ALL TRAPS AND KNOCK-OUTS ARE CORRECT AND CONFORM TO THEIR PRESS REQUIREMENTS.

JOB #: PPC-0408031-02
 CLIENT: PeoplePC
 DESCRIPTION: Nov 04 Core - 3 mos at 1/2 price
 COMPONENT: BRO
 VERSION #: 1 of 1
 CONV / INLINE:
 Inline
 SIZE: 7.689"w x 8.375"h
 FINISHED SIZE: 7.689"w x 8.375"h
 FOLD: no
 STOCK: 70# gloss
 BLEED: full
 INK COLORS: 7/7
 4cp + PMS 2935 blue + PMS 299 lt. blue + varnish OVER SAME
 LIVE FONT:
 LIVE FONT SIZE:
 LIVE LEADING:
 TRACKING:
 PERSONALIZATION: NO
 COLOR-CORRECTION:
 SPECIAL INSTRUCTIONS: PRINT VENDORS TO ENSURE THAT ALL TRAPS AND KNOCK-OUTS ARE CORRECT AND CONFORM TO THEIR PRESS REQUIREMENTS.

.250" NO LIVE COPY

.250" NO LIVE COPY

.250"

7.500"

2.500"

.750"

8.375"

.250" NO LIVE COPY

.250" NO LIVE COPY

.250"

7.189" MAXIMUM LIVE COPY AREA

7.689" DELIVERED SIZE (May Bleed Uncommon Color)

To create bleed, extend color .125" beyond delivered size in both directions