

Phnom Penh Post

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To: Daniel Dravet, UNICEF

Fax: 426-284

From: Michael Hayes

Date: November 9, 1995

Dear Mr. Dravet:

Thank you for your letter concerning UNICEF's new range of greeting cards.

While I fully support the goals of UNICEF's programmatic efforts, I hope that you can appreciate that it is beyond our means to offer you free advertising. If we gave one non-profit organization a free ad than we should give all non-profits the same opportunity. Regrettably this is not possible in order for the Post to keep alive economically. Ninety-five percent of our revenues come from advertising.

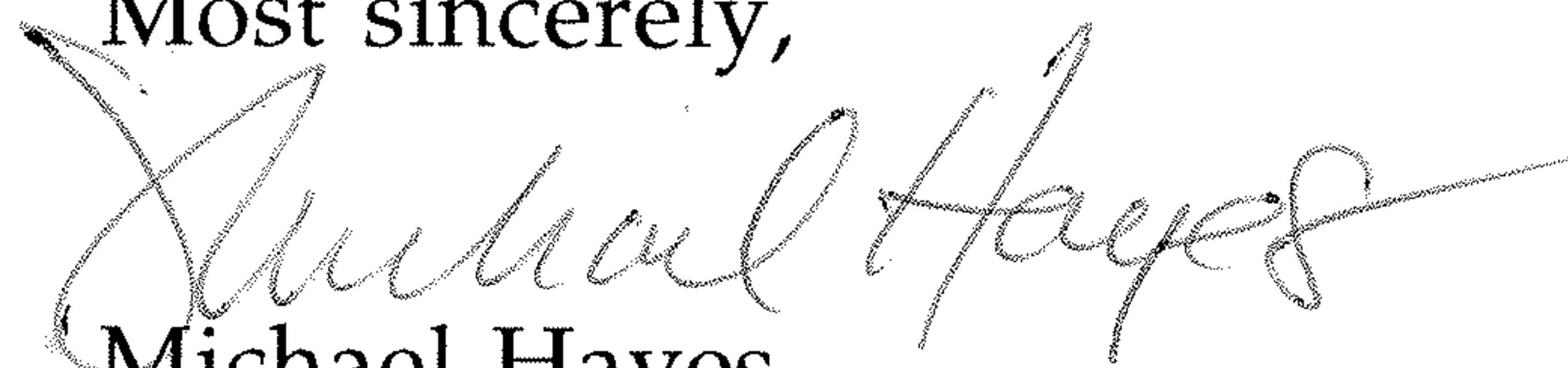
Please keep in mind that for the last three years, while we have managed to cover our costs, neither Kathleen Hayes nor myself — who own the paper — have been able to pay ourselves a salary and have, thus, basically been working as "volunteers". Our financial margin has been this thin.

However, we do offer non-profits and NGOs a special discounted rate off our listed advertising rates, which amounts to about a 33 percent reduction in price.

I will have Valerie Jourdan, our Advertising Representative, send you a quotation for the sizes in which you are interested.

Thank you for thinking of the Post and for understanding our extremely tenuous financial position.

Most sincerely,



Michael Hayes

Publisher & Editor-in-Chief

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