

MDR's E-Marketing Solutions

Over 3.7 Million Names... The Largest Educator Email File Available!

Conduct timely, targeted email campaigns to reach more educators than ever. Choose from the selections shown here, or call your MDR Representative for a complete list of our offerings.

For the Best Response...

Remember the basic principles of direct marketing and apply them to your e-marketing campaigns:

- Use a well-thought-out segmentation strategy to place your prospect universe into subgroups
- Deliver your focused message based on that group's characteristics

Result...

A targeted, interested audience who is much more likely to respond to your offer.

Perfectly Timed Delivery



E@quire and DM-Optimizer feature MDR "no-mass" throttling technology—

an MDR exclusive—to safeguard your emails from overwhelming a school's or district's server or numerous educators' emailboxes at one time. We ensure that multiple emails are delivered into a single building over a short, staggered period so there is a natural and time-sensitive delivery pattern.

Order your mailing lists or run counts online at www.schooldata.com.

NEW! EDUCATORS AT HOME

	<u>With Email</u>
Total Educators at Home	487,432

K-12 PERSONNEL

	<u>With Email</u>
Group Total	2,442,577
Principals	97,361
Teachers by Grade	982,743
Art	47,387
Coaches	128,129
Computer Science	66,919
English & Reading	217,186
Fine Arts	14,369
Foreign/World Languages	60,376
Guidance/Student Services	95,769
Librarian & Media	44,523
Mathematics	146,130
Music	72,864
Physical Education/Health	132,699
Science	120,538
Social Studies/Social Sciences	132,871
Special Education/Special Needs	298,344
Vocational Education	114,558
Other Teaching Staff	51,791
Other Key Personnel	97,548

EARLY CHILDHOOD PERSONNEL

	<u>With Email</u>
Total Early Childhood Personnel	1,862

COLLEGE PERSONNEL

	<u>With Email</u>
Group Total	902,121
Deans and Administrators	71,315
Department Heads	39,134
College Librarians	15,726
Agriculture and Animal Science Faculty	16,144
Allied Health Faculty	29,234
Business Faculty	64,953
Communications Faculty	37,856
Computer Science Faculty	36,660
Dental Science Faculty	4,197
Education Faculty	62,198
Engineering Faculty	73,408
English Language and Literature Faculty	30,405
Fine and Applied Arts Faculty	87,800
Foreign Languages and Literature Faculty	28,910
General Studies Faculty	30,430
Law Faculty	18,325
Library Science Faculty	2,350
Mathematics Faculty	47,617
Medicine Faculty	47,337
Military Science Faculty	1,865
Natural and Physical Sciences Faculty	81,139
Nursing Faculty	22,684
Physical Education Faculty	38,282
Social Sciences Faculty	163,455
Vocational Education Faculty	57,151

PUBLIC LIBRARY PERSONNEL

	<u>With Email</u>
Total Public Library Personnel	8,260

USE WITH CONFIDENCE

All of MDR's e-marketing solutions are fully compliant with the CAN-SPAM Act.

E@QUIRE

E@quire is the prospecting email solution that gives you access to the entire MDR email database. You can select all prospects, opt-in only addresses, or only those that opted-in to an area of interest (e.g., technology, professional development). Choose from hundreds of MDR database selections to refine the email addresses you get—job function, enrollment, school type, geography, and more.

Over Please for More
E-Marketing Solutions

PRICING

E@quire

E@quire – One-Time Deployment	\$325/M
E@quire Plus	\$550/M
Minimum Order	\$500

DM-Optimizer¹

DM-Optimizer – Email List	\$125/M
DM-Optimizer Plus – Each Deployment	\$125/M
Minimum Order	\$300

E@ppend

E@ppend – One-Time Deployment	\$350/M
E@ppend Plus	\$600/M
E@ppend Premium	\$750/M
Minimum Order	\$500

Deploy Only

One-Time Deployment	\$100/M
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Additional Services

Message Set-Up Charge	\$100 Flat Fee ²
Click-To's and Attachments	Free
Tracking	Free
Selections	Call Your MDR Rep

Broker discounts apply.

Payment

Initial orders for new accounts must be prepaid and can be charged to your Visa, MasterCard, or American Express.

Approval Policy

MDR reserves the right to request sample mailing piece and to approve email and message content.

Add state and local taxes where applicable.

Shipping and handling charges are extra.

Prices subject to change without notice.

¹DM-Optimizer requires a corresponding direct mail list purchase. Direct mail list fees and minimum order are separate.

²Complex messages may incur an additional fee.

E@QUIRE

This service provides results tracking and reporting, and you only pay for delivered email messages. These email addresses are not returned to the customer and are only available for a one-time deployment.

With E@quire, we provide:

- The largest and most comprehensive file of educator emails on the market
- Unsurpassed e-marketing experience
- Exclusive email marketing delivery and technology
- Email deployment, results tracking, and reporting

E@QUIRE PLUS

Boost your response with a follow-up message. Within 21 days of your first deployment, send a second message to those who haven't responded. Alter the message content or leave it unchanged. Either way, you get two deployments for added response.

DM-OPTIMIZER

Increase your revenue and impact your bottom line! Try DM-Optimizer, MDR's synchronized direct mail/email solution, for your next direct mail campaign.

This is how it works:

Purchase a direct mail list and get a specially priced identical email list. Use the email list to alert your customers and prospects about an upcoming promotion or as an effective means to follow up.

DM-OPTIMIZER PLUS

Now your customers can receive both pre- and post-mail messaging. Using the same principle as above, DM-Optimizer Plus is the best way to ensure that your promotions have multiple opportunities to drive results.

With either option, you'll get the response boost of multi-channel marketing at a fraction of the cost. Restrictions apply.

E@PPEND

The cost-effective and profitable way to add professional email addresses to your customer file. Your customers tend to be your best performers...be sure to reach them with E@ppend.

DEPLOY ONLY

This product offering includes the one-time deployment of a message to a customer-supplied email file.

Call your MDR Representative for all of your email needs.



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Eastern Region
800-333-8802

1 Forest Parkway
Shelton, CT 06484-6147
Fax: 203-926-0784

Midwest Region
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Chicago, IL 60603-1818
Fax: 203-926-0784

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