

MDR's Early Childhood

Building Blocks for Marketing Success!

With nearly 84,000 day care centers, 86,000+ day care directors, and more than 218,000 pre-kindergarten through third grade teachers, the demand for early childhood products and services has never been greater. Choose from the selections shown here, or call your MDR Representative for a complete list of our offerings.

Market Facts

Nearly two-thirds (62%) of U.S. children five years of age and younger receive regular care outside of their homes, according to government estimates.

Combined Federal and State funding provides more than \$18 billion to support care for young children, ranging from home-based care to care in center-based programs such as public pre-kindergarten (pre-k) programs and Head Start.¹

Direct Response Index™ (DRI)

Increase response with your next campaign by reaching day care centers by their propensity to buy through direct mail. **DRI** for day cares, MDR's powerful response-based selection, allows you to identify centers more likely to respond to direct mail offers.

Call for details.

And target Power Buyers...

educators with an even higher propensity to reply favorably to your promotions.

¹Source: Good Start, Grow Smart: The Bush Administration's Early Childhood Initiative.

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

Over Please for More
Early Childhood Selects

DAY CARE CENTER SELECTS

| <u>Special Types</u> | <u>Centers</u> | <u>High DRI Centers¹</u> | <u>Directors</u> | <u>Pre-K/K Teachers</u> |
|---|----------------|-------------------------------------|------------------|-------------------------|
| All Day Care Centers | 83,985 | 29,653 | 86,530 | 11,230 |
| Church/Synagogue Centers | 9,500 | 6,326 | 11,503 | 1,937 |
| College/University Based | 917 | 358 | 1,079 | 250 |
| Employer (Corporate) Sponsored | 371 | 141 | 541 | 70 |
| Family Day Residences (With 10+ Children) | 4,747 | 1,842 | 3,012 | 252 |
| Federal Based | 318 | 121 | 431 | 70 |
| Head Start Centers | 6,189 | 2,189 | 6,327 | 1,168 |
| Hospital Centers | 495 | 204 | 641 | 68 |
| Military Based | 149 | 37 | 210 | 20 |
| Montessori Centers | 1,936 | 875 | 2,079 | 366 |
| Salvation Army | 142 | 61 | 157 | 20 |
| YMCA/YWCA Centers | 2,910 | 852 | 3,132 | 1,645 |
| Independent Centers | 23,690 | 11,861 | 31,167 | 4,965 |
| Unclassified | 27,641 | 3,842 | 19,288 | 1,153 |

Day Care Chains/Centers

| | <u>Centers</u> | <u>High DRI Centers¹</u> | <u>Directors</u> | <u>Pre-K/K Teachers</u> |
|------------------------------|----------------|-------------------------------------|------------------|-------------------------|
| All Day Care Chains | 4,399 | 701 | 6,600 | 709 |
| American Child Care Centers | 82 | 36 | 92 | 8 |
| Bright Horizon | 103 | 5 | 134 | 16 |
| Children's Discovery Centers | 127 | 35 | 203 | 29 |
| Children's World | 510 | 120 | 841 | 51 |
| Childtime Learning Centers | 225 | 12 | 382 | 28 |
| Goddard | 135 | 11 | 149 | 29 |
| Kiddie Academy | 100 | 12 | 126 | 9 |
| Kids R Us | 93 | 23 | 114 | 3 |
| KinderCare | 1,088 | 16 | 1,810 | 194 |
| La Petite Academy | 566 | 2 | 970 | 146 |
| New Horizon | 119 | 47 | 170 | 25 |
| Primrose | 98 | 11 | 102 | 5 |
| Rainbow Child | 85 | 26 | 86 | 10 |
| Sunshine House | 87 | 33 | 140 | 17 |
| Tutor Time | 150 | 17 | 145 | 23 |
| Other Chains | 825 | 294 | 1,131 | 116 |

Capacity

| | <u>Centers</u> | <u>Directors</u> | <u>Pre-K/K Teachers</u> | <u>Buyers</u> |
|-----------------|----------------|------------------|-------------------------|---------------|
| 80+ (Largest) | 25,848 | 32,788 | 3,838 | 5,575 |
| 40-79 | 23,774 | 25,890 | 3,784 | 4,445 |
| 1-39 (Smallest) | 33,083 | 26,822 | 3,580 | 3,457 |
| Unclassified | 1,280 | 1,030 | 28 | 61 |

Age Range

| | <u>Centers</u> | <u>Directors</u> | <u>Pre-K/K Teachers</u> | <u>Buyers</u> |
|---------------|----------------|------------------|-------------------------|---------------|
| Under 2 Years | 33,064 | 40,946 | 5,059 | 6,264 |
| 2-4 Years | 60,805 | 71,866 | 10,764 | 12,649 |
| 5-6 Years | 60,582 | 71,490 | 10,134 | 12,271 |
| 7+ Years | 33,445 | 40,258 | 4,847 | 6,415 |

Technology

| | <u>Centers</u> | <u>Directors</u> | <u>Pre-K/K Teachers</u> | <u>Buyers</u> |
|------------------------|----------------|------------------|-------------------------|---------------|
| Centers With Computers | 17,570 | 23,551 | 3,602 | 4,868 |
| Centers With VCRs | 34,632 | 44,657 | 7,054 | 8,965 |

¹Day Care Centers with High and Medium-High DRI scores.

PRICING

Base Prices

Institutions

| | |
|--------------------|--------|
| Day Care Centers | \$52/M |
| District Buildings | \$39/M |
| Schools | \$39/M |

Personnel

| | |
|-------------------------|--------|
| Day Care Directors | \$65/M |
| District Administrators | \$65/M |
| Principals | \$42/M |
| Teachers | \$68/M |

Direct Mail Buyers

| | |
|-------------------------|---------|
| Day Care Directors | \$105/M |
| District Administrators | \$105/M |
| School Principals | \$89/M |
| School Teachers | \$105/M |

Specific Selects

| | |
|-----------------------------------|--------|
| Age Range | \$10/M |
| Capacity | \$10/M |
| Direct Response Index™ (DRI) | \$35/M |
| DRI With Buyers | \$20/M |
| Household Income | \$10/M |
| Lifestyle _{NE} Indicator | \$25/M |
| Special Programs/Services | \$10/M |
| Technology Selects | \$10/M |

Selection Option Charges

| | |
|---------------------------------|--------|
| Geographic (State/SCF/ZIP Code) | \$10/M |
| Keycoding | \$3/M |
| ZIP Match | \$3/M |

Electronic Delivery Options

| | |
|----------|-----------|
| CD-ROM | \$30/List |
| Diskette | \$30/List |
| Email | \$30/List |
| FTP | \$30/List |

Stock/Output Charges

| | |
|--|------------------------|
| Cheshire Labels | \$10/M |
| Pressure-Sensitive Labels | \$10/M |
| Postal Presort | \$10/M (\$100 Minimum) |
| Minimum charge of \$100 on all print label orders. | |

Minimum Order

| | |
|--------------|-------------|
| One-Time Use | \$300/Order |
|--------------|-------------|

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.

Add state and local taxes where applicable.

Shipping and handling charges are extra.

Prices subject to change without notice.

Special Programs/Services

| | Centers | Directors | Pre-K/K Teachers | Buyers |
|-----------------------------------|---------|-----------|------------------|--------|
| Before- and After-School Programs | 43,721 | 52,568 | 6,691 | 8,962 |
| Bilingual Programs | 7,340 | 9,700 | 1,582 | 1,597 |
| Infant Care Programs | 33,064 | 40,946 | 5,059 | 6,264 |
| Instructional Programs | 44,490 | 55,745 | 8,815 | 10,676 |
| Special Ed Programs | 10,422 | 13,252 | 2,275 | 2,026 |

Lifestyle_{NE} Indicator

| | Centers | Directors | Pre-K/K Teachers | Buyers |
|------------------|---------|-----------|------------------|--------|
| Urban | 13,320 | 14,146 | 1,661 | 1,805 |
| Suburban | 19,104 | 20,810 | 2,508 | 3,258 |
| Second City | 16,566 | 17,769 | 2,089 | 2,405 |
| Town and Country | 34,987 | 33,290 | 4,731 | 4,436 |

Household Income

| | Centers | Directors | Pre-K/K Teachers | Buyers |
|-------------------|---------|-----------|------------------|--------|
| Under \$30,000 | 10,750 | 10,944 | 1,298 | 1,018 |
| \$30,000-\$39,999 | 20,208 | 20,091 | 2,760 | 2,359 |
| \$40,000-\$49,999 | 20,318 | 20,228 | 2,598 | 2,747 |
| \$50,000+ | 32,709 | 34,760 | 4,334 | 5,782 |

Day Care Center Buyers

| | Buyers | Buyers in High DRI Centers ² |
|----------------------|--------|---|
| All Day Care Centers | 11,906 | 6,494 |
| All Day Care Chains | 541 | 119 |

HEAD START PROGRAMS

| | Total |
|---|-------|
| Head Start Offices | 1,983 |
| Head Start Administrators by Name | 1,798 |
| Head Start Centers | 6,189 |
| Directors by Name at Head Start Centers | 6,314 |
| Teachers at Head Start Centers | 694 |
| Head Start Programs in Public Schools | 859 |
| Head Start Teachers in Public Schools | 1,558 |

SCHOOLS WITH PRE-K/K PROGRAMS

| | Schools | High DRI Schools ³ | Principals | Pre-K/K Teachers |
|------------------|---------|-------------------------------|------------|------------------|
| Pre-K to Grade 3 | 72,592 | 33,396 | 96,171 | 218,779 |
| Pre-Kindergarten | 27,983 | 12,322 | 38,675 | 109,668 |
| Kindergarten | 67,137 | 31,369 | 89,578 | 212,238 |

SCHOOLS WITH KINDERGARTEN PROGRAMS

| | Schools | High DRI Schools ³ | Principals | Pre-K/K Teachers |
|------------------------|---------|-------------------------------|------------|------------------|
| Full-Day Kindergartens | 43,876 | 20,140 | 60,223 | 149,538 |
| Half-Day Kindergartens | 17,353 | 8,513 | 21,799 | 46,777 |
| All Kindergartens | 67,817 | 31,522 | 90,404 | 213,825 |

READING FIRST AWARDS

| | Districts | Schools |
|-----------------------|-----------|---------|
| Under \$400,000 | 234 | 1,659 |
| \$400,000-\$1,000,000 | 932 | 1,350 |
| Over \$1,000,000 | 380 | 1,132 |

READING FIRST CONTACTS

| | Total |
|-----------------------------------|-------|
| Reading First District Directors | 308 |
| Reading First School Coordinators | 2,726 |

²Buyers in Day Care Centers with High and Medium-High DRI scores.

³Schools with High and Medium-High DRI scores.



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