

DIRECT MAIL LIST PRICING

Direct Mail Buyers

Educators at Home \$105/M

Buyer Selects

Book Buyers \$10/M
 Multibuyers \$14/M
 Seminar Attendees \$10/M
 Software Buyers \$10/M
 Video/Multimedia Buyers \$10/M

Specific Selects

Age \$10/M
 Charitable Contributors \$20/M
 Gender \$10/M
 Highest Degree Level \$25/M
 Home Ownership \$10/M
 Household Income \$10/M
 Interest Level \$10/M
 Investors \$20/M
 Job Title \$10/M
 Lifestyle_{NE} Indicator \$25/M
 Marital Status \$10/M
 Metro Status \$10/M
 Online Purchasers \$20/M
 Phone Numbers Keycoded \$25/M
 Presence of Children \$10/M
 Travel Interest \$20/M
 Years of Experience \$25/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.

SUBJECT TEACHERS BY JOB TITLE²

	School Level			
	Total ³	Elementary	Middle/ Jr High	Senior High
Principals	18,062	10,858	2,138	2,226
Art	6,635	2,494	1,052	1,976
Computer Science	13,919	7,638	1,783	2,427
English and Reading	67,796	17,254	16,776	22,717
Fine Arts	2,236	124	420	1,392
Foreign/World Languages	12,889	1,310	2,205	7,731
Guidance/Student Services	9,712	4,154	1,583	2,653
Librarian and Media	17,221	10,604	2,381	2,755
Mathematics	24,860	4,636	7,268	10,055
Music	7,483	3,302	1,395	1,813
Physical Education	13,312	3,756	3,241	4,612
Science	18,455	2,218	5,506	8,665
Social Studies/Social Sciences	19,331	2,369	6,522	8,247
Special Education/Special Needs	61,421	34,127	9,631	9,735
Vocational Education	10,428	394	1,522	6,507
District Administrators	9,000	1,209	232	1,027

COLLEGE BUYERS AT HOME

	Total	Total	
College Buyers at Home	159,434		
Buyer Selects			
Multibuyers	1,330		
Seminar Attendees	13		
Book Buyers	1		
Gender			
Male	68,280		
Female	41,183		
Age			
(Order within specified ranges only.)			
18-34	17,464		
35-44	38,943		
45-54	36,686		
55-64	37,552		
65+	28,005		
Telephone Numbers	11,117		
		Household Income	
		(Order within specified ranges only.)	
		Under \$15,000	9,527
		\$15,000-\$24,999	12,582
		\$25,000-\$34,999	15,433
		\$35,000-\$49,999	25,344
		\$50,000-\$74,999	31,810
		\$75,000-\$99,999	22,809
		\$100,000-\$149,999	23,547
		\$150,000+	17,621
		Unknown	761
		Lifestyle_{NE} Indicator	
		Urban	16,087
		Suburban	51,835
		Second City	36,785
		Town and Country	54,724

²Matched against the MDR database.

³Includes Combined (K-12), Vocational Ed, Adult Ed, and Special Ed Schools.

EMAIL LIST PRICING

E@quire

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

DM-Optimizer⁴

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

Additional Services

Message Set-Up Charge \$100 Flat Fee⁵
 Click-To's and Attachments Free
 Tracking Free

⁴DM-Optimizer requires a corresponding direct mail list purchase. Direct mail list fees and minimum order are separate.

⁵Complex messages may incur an additional fee.



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