



Response Powered Solutions

YOUR ANSWER TO IMPROVING RESPONSE RATES
AND YOUR BOTTOM LINE

When you know a prospect buys education products, they're more likely to buy yours.

Buyers at School, College, Library, and Day Care
Power Buyers...Educators at Home...Direct Response Index™

RESPONSE FILES WILL HELP YOU...

Get proven results. MDR's Response File Solutions are developed with contributed customer names from education marketers just like you—the highest-performing and most comprehensive education response files you'll find anywhere.

Strengthen results and maximize your marketing dollars. Use MDR response files to pinpoint ideal prospects for your campaign. Our targeted list of selects and highly responsive buyer names are refreshed with more than 10 million transactions annually, providing you with the most current data available.

Reach customers who are more likely to buy. By leveraging the buying behavior of customers at more than 90 education businesses linked to MDR's robust master file, you get over 1.8 million at-school buyer names and 1.6 million at-home educator names. These verified direct mail school, college, library, and day care buyers purchase everything from books to classroom materials to software, video, and multimedia.

Boost your response and profitability with MDR's exclusive DRI. Drive up response rates and profitability with high-impact and predictive DRI selects—proven buyers in districts and schools with a propensity to purchase through direct mail. Get an additional lift from Power Buyers—educators in highly responsive schools who have made direct mail purchases within the past 6 to 12 months.

Maximize your message with multichannel marketing. Use response names to your boost your multichannel campaign results even more. With MDR response files, you can further increase the dramatic results of your multichannel strategies, reaching educators who buy at home, at school, by mail and e-mail.

"We've been mailing MDR's direct mail buyers since they first came on the market. When we need an extra boost in response, we select buyers with 12- or 6-month recency. These lists are proven performers and a key part of the mailing strategies we employ to help our clients achieve their sales targets."

*Bob Stimolo, President
School Market Research Institute, Inc.*

BENEFITS

- Get a lift from files that should be part of every marketer's strategy—the highest-performing educator response files found anywhere and which increase response more than any compiled lists in the industry;
- Augment your own customer database with targeted buyers from schools, colleges, libraries, and day care centers;
- Get the maximum boost with MDR's exclusive DRI predictive select and our Power Buyers; and
- Expand your reach to Educators at Home all year long with both school and consumer offers.

Call your MDR Representative at 800-333-8802 to start generating results today!

www.schooldata.com

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Buyer Files

Reach buyers and multibuyers from 90+ response lists—contributed customer names from education marketers just like you—who are known direct mail buyers! Choose from dozens of targeted selects including:

- Grade and subject specialists, administrators, librarians, media specialists;
- Buyers of books, software, video/multimedia, classroom materials; and
- Recency of purchase to improve the relevance of your marketing message.

Educators at Home

Connect with these ideal potential prospects who have varied interests, spend an average of \$450 of their personal funds on classroom products annually, earn above-average household income, and participate in professional development activities. Selections include:

- Type of product purchased, recency of purchase, multibuyers;
- Years of teaching experience, highest degree level;
- Grade or subject taught, type of school in which they teach;
- Household income level, presence of children, household interests; and
- At-home addresses for K-12 and college educators.

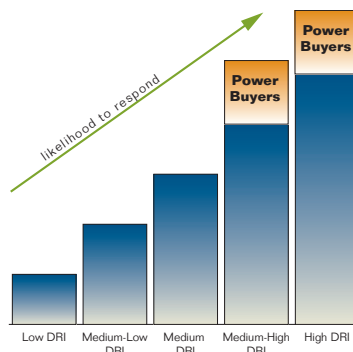
Direct Response Index™ (DRI)

DRI is MDR's exclusive way to reach schools and individuals based on their likelihood to respond to your direct marketing. It's a powerful database selection that's derived from MDR's unique analysis of 10 million transactions, which scores schools and ranks them from high to low in terms of buying potential.

Increase the effectiveness of your next campaign by combining purchase information with a rich set of demographic indicators to uncover individual buyers, districts, schools, libraries, or day care centers with a higher propensity to purchase via direct mail. Also find districts and schools by their likelihood to purchase special education products and services or Title I recipients likely to purchase using their Title I dollars.

Power Buyers

Reach "ready to buy" educators in the most responsive schools! Power Buyers are associated with high and medium-high DRI institutions who have purchased within the past 6 to 12 months. Our Power Buyers list identifies buyers who had a high likelihood to buy...and did!



Sample Counts

Buyers at School

| | |
|-----------------------|-----------|
| Total Names | 1,253,357 |
| School Administrators | 164,232 |
| Teachers | 1,107,305 |
| Past 12-Month Buyers | 169,601 |
| Power Buyers | 101,834 |

Buyers at College

| | |
|--------------------------|---------|
| Total Names | 115,670 |
| Deans and Administrators | 24,882 |
| Department Heads | 11,819 |
| Faculty | 91,336 |
| College Librarians | 4,257 |

Buyers at Libraries

| | |
|--------------------------|--------|
| Public Librarians | 13,671 |
| Public Library Directors | 8,133 |
| School Librarians | 56,531 |
| School Media Specialists | 28,559 |

Buyers at Day Care

| | |
|---------------------|--------|
| In Day Care Centers | 15,806 |
| By Capacity | 15,686 |
| By Age Range | 14,886 |
| With Computers | 5,617 |
| With VCRs | 10,491 |

Educators at Home

| | |
|----------------------|-----------|
| Total Names | 1,748,066 |
| Grade Teachers | 333,022 |
| College Faculty | 159,755 |
| Telephone Numbers | 197,923 |
| Home Ownership | 1,241,677 |
| Past 12-Month Buyers | 80,966 |

Sample Pricing

| | |
|------------------------------|----------------|
| Buyers at School, Teachers | \$105/M |
| Buyers at School, Principals | \$89/M |
| Educators at Home | \$105/M |

Sample Selects

| | |
|-----------------------------|---------------|
| Age & Other General Selects | \$10/M |
| Multibuyers | \$14/M |
| Recency of Purchase | \$14/M |
| DRI | \$35/M |
| Power Buyers | \$35/M |

As of 01/30/07

For the latest counts or to order online, go to www.schooldata.com or call your MDR Representative at **800-333-8802**.

Complex requests are no problem!

All our solutions are backed by the quality and service you expect from MDR.