

# NEW TO MARKET!

## Educational Insights

Total Buyers	35,017	\$110/M
12 Month Buyers	2,303	\$120/M

School/Business Address	17,792	+ \$15/M
Home Address	17,225	+ \$15/M

For over 45 years Educational Insights has brought to market award-winning educational products that engage, entertain, and educate. The design and development of the company's products is spearheaded by an editorial team of seasoned, professional educators. This, coupled with the fact that the company's products are in use in virtually every elementary school throughout the nation, ensures the highest design and instructional integrity in all of the company's offerings. The product lines include educational toys and games, test prep systems, classroom resources, and electronic learning aids.

The mission of Educational Insights is to deliver the highest quality hands-on educational products that engage young minds and inspire discovery – in the classroom and beyond!

Source:	Direct Mail
File Is Updated:	Quarterly
New to Market:	September 2009

### Selections:

State, SCF	\$15/M
Gender	\$15/M
Key Code	\$6/M
Running Charges	\$15/M

### Address Formats:

E-mail	\$50/F
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### Terms and Conditions:

- Minimum order 5,000 names.
- List rental for one-time use only.
- Two sample mailing pieces required.
- Allow 10 working days from receipt of order.
- Standard 20% commission to recognized brokers.
- First time customers must prepay.
- Orders canceled before mail date, \$50 plus applicable running and output charges.
- Full payment is required for orders canceled after mail date.

## School Market Research Institute, Inc.

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