

EVAN-MOOR TEACHER CATALOG

Mail Order Buyers	29,304	\$110/M
Last 12 Month Buyers	22,819	+ \$15/M
Home Address	16,082	+ \$15/M
Business/School Address	13,222	+ \$15/M
Male	1,328	+ \$15/M
Female	19,909	+ \$15/M

Evan-Moor has been publishing educational materials since 1979. Their products are written, edited, and tested by teachers to ensure student interest as well as educational value. These catalog buyers are teachers and parents of pre-kindergarten through grade 6 students who have purchased materials in a wide variety of curriculum areas such as: writing, math, geography, social studies, science, arts and crafts, etc.

Address Type:	55% Home Address 45% Business/School Address
Source:	Direct Mail
File Is Updated:	Annually
Last Update:	September, 2007

Selections:

Last 12 Month Buyers	\$15/M
Home vs Business/School Address	\$15/M
Gender	\$15/M
State, SCF	\$15/M
Key Code	\$6/M
Running Charges	\$12/M

Address Formats:

E-mail	\$50/F
--------	--------

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.

P.O. Box 10, 1721 Saybrook Road, Haddam, CT 06438
(800) 838-3444 • (860) 345-8183 • FAX (860) 345-3985
www.smriinc.com
 e-mail info@smriinc.com

SMRI believes the data contained within this list to be correct, but cannot guarantee the accuracy or outcome of any mailing. In no event will SMRI's liability exceed the cost of the list. Quantities and rates are subject to change without notice.