

EXCLUSIVE! EXCLUSIVE! EXCLUSIVE!

HAYES SCHOOL PUBLISHING CATALOG BUYERS

Total Buyers	16,004	\$110/M
Last 6 Month Buyers	3,779	+ \$20/M
Last 12 Month Buyers	7,988	+ \$15/M
Home Address	2,184	+ \$15/M
School Address	13,820	+ \$15/M
Male	1,273	+ \$15/M
Female	10,884	+ \$15/M

Total Inquirers	2,918	\$90/M
Inquirers at Home Address	1,065	+ \$15/M
Inquirers at School Address	1,853	+ \$15/M

Hayes School Publishing has been a leading publisher of teaching aids for over 50 years. K-12 teachers look to Hayes for products like reproducible books, stickers, certificates, awards, diplomas, posters, bulletin board aids, workbooks and teacher planners. Subjects include Reading and Language Arts, Mathematics, Science, Social Studies and Art. Both Buyers and Inquirers can be broken out by public, private, Christian, Catholic school and Preschool/Day Care Center.

Average Unit of Sale:	\$35
Address Type:	17% Home Address 83% School Address
Source:	95% Direct Response
File Is Updated:	Annually
Last Update:	October 2007

Selections:

Last 6 Month Buyers	\$20/M
Last 12 Month Buyers	\$15/M
Institution Type	\$15/M
Home vs 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
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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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