

**EXCLUSIVE! EXCLUSIVE! EXCLUSIVE!**

## JONES SCHOOL SUPPLY COMPANY

Active Buyers	70,781	\$110/M
6 Month Hotline	27,914	+ \$20/M
12 Month Buyers	36,322	+ \$15/M
School Address	68,704	+ \$15/M
Home Address	2,077	+ \$15/M
Elementary	31,620	+ \$15/M
Middle/Jr. High	8,909	+ \$15/M
High	5,882	+ \$15/M
K-12	2,037	+ \$15/M
Public	45,047	+ \$15/M
Private/Catholic	4,172	+ \$15/M

Since 1920 Jones School Supply Company has been helping educators recognize, encourage, and reward achievement with high quality academic awards and incentives for K-12 teachers and coaches including medals, pins, plaques, ribbons, certificates, and trophies.

Source:	100% Direct Response
File Is Updated:	Annually
Last Update:	August 2008

### Selections:

Key Code	\$6/M
Phone Numbers	\$30/M
School Level (Elementary, Middle/Jr. High, High, K-12)	\$15/M
District Buyers	\$15/M
School Type (Public, Private/Catholic)	\$15/M
Enrollment	\$15/M
Reduced Price/Free Lunch Eligible	\$15/M
Minority	\$15/M
Locale (Large City, Midsize City, Urban Fringe, Large Town, Small Town, Rural)	\$15/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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