

EVAN-MOOR TEACHER CATALOG

Mail Order Buyers	39,454	\$110/M
Last 12 Month Buyers	7,474	+ \$15/M
Home Address	11,108	+ \$15/M
Business/School Address	28,089	+ \$15/M
Elementary	16,451	+ \$15/M
Middle/ Jr. High	2,028	+ \$15/M
High	1,177	+ \$15/M
K-12	485	+ \$15/M
Public	19,155	+ \$15/M
Private/Catholic	1,333	+ \$15/M
Male	2,209	+ \$15/M
Female	29,032	+ \$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:	28% Home Address 72% Business/School Address
Source:	Direct Mail
File Is Updated:	Semi-annually
Last Update:	October, 2009

Selections:

Last 12 Month Buyers	\$15/M
Home vs Business/School Address	\$15/M
Phone Numbers	\$30/M
School Level (Elementary, Middle/Jr. High, High, K-12)	\$15/M
District Buyers	\$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
Gender	\$15/M
State, SCF	\$15/M
Key Code	\$6/M
Running Charges	\$12/M

Address Format:

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.

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