

# MDR's E-Marketing Solutions

## Over 4.4 Million Names... The Largest Educator Email File Available!

Conduct timely, targeted email campaigns to reach more educators than ever. Choose from the selections shown here, or call your MDR Representative for a complete list of our offerings.

### For the Best Response...

Remember the basic principles of direct marketing and apply them to your e-marketing campaigns:

- Use a well-thought-out segmentation strategy to place your prospect universe into subgroups
- Deliver your focused message based on that group's characteristics

### Result...

**A targeted, interested audience who is much more likely to respond to your offer.**

### Perfectly Timed Delivery



E@quire and DM-Optimizer feature MDR "no-mass" throttling technology—

an MDR exclusive—to safeguard your emails from overwhelming a school's or district's server or numerous educators' emailboxes at one time. We ensure that multiple emails are delivered into a single building over a short, staggered period so there is a natural and time-sensitive delivery pattern.

Order your mailing lists or run counts online at [www.schooldata.com](http://www.schooldata.com).

### EDUCATORS AT HOME

	With Email
<b>Total Educators at Home</b>	<b>907,832</b>

### K-12 PERSONNEL

	With Email
<b>Group Total</b>	<b>2,821,369</b>
Principals	108,739
Teachers by Grade	1,150,506
Art	57,268
Career & Technical Education	121,936
Coaches	140,923
Computer Science	69,369
English & Reading	257,285
Fine Arts	18,387
Foreign/World Languages	72,055
Guidance/Student Services	111,651
Librarian & Media	50,716
Mathematics	184,114
Music	82,599
Physical Education/Health	143,161
Science	147,714
Social Studies/Social Sciences	159,026
Special Education/Special Needs	341,009
Other Teaching Staff	62,640
Other Key Personnel	108,366

### EARLY CHILDHOOD PERSONNEL

	With Email
<b>Total Early Childhood Personnel</b>	<b>3,760</b>

### COLLEGE PERSONNEL

	With Email
<b>Group Total</b>	<b>1,111,857</b>
Deans and Administrators	72,920
Department Heads	36,560
College Librarians	15,973
Agriculture and Animal Science Faculty	19,832
Allied Health Faculty	38,362
Business Faculty	81,582
Communications Faculty	47,635
Computer Science Faculty	43,385
Dental Science Faculty	4,959
Education Faculty	77,606
Engineering Faculty	39,793
English Language and Literature Faculty	91,159
Fine and Applied Arts Faculty	112,658
Foreign Languages and Literature Faculty	38,284
General Studies Faculty	34,550
Law Faculty	19,096
Library Science Faculty	3,265
Mathematics Faculty	59,948
Medicine Faculty	45,171
Military Science Faculty	2,737
Natural and Physical Sciences Faculty	104,874
Nursing Faculty	31,304
Physical Education Faculty	45,500
Social Sciences Faculty	196,638
Vocational Education Faculty	68,491

### PUBLIC LIBRARY PERSONNEL

	With Email
<b>Total Public Library Personnel</b>	<b>11,733</b>

### USE WITH CONFIDENCE

All of MDR's e-marketing solutions are fully compliant with the CAN-SPAM Act.

### E@QUIRE

E@quire is the prospecting email solution that gives you access to the entire MDR email database. You can select all prospects, opt-in only addresses, or only those that opted-in to an area of interest (e.g., technology, professional development). Choose from hundreds of MDR database selections to refine the email addresses you get—job function, enrollment, school type, geography, and more.

Over Please for More  
E-Marketing Solutions

## PRICING

### E@quire

E@quire – One-Time Deployment	\$325/M
E@quire Plus:	
First Deployment	\$325/M
Second Deployment	\$225/M
Educators at Home E@quire –	
One-Time Deployment	\$250/M
Minimum Order	\$500

### DM-Optimizer

DM-Optimizer requires a corresponding direct mail list purchase. Direct mail list fees and minimum order are separate.

DM-Optimizer – Email List	\$200/M
DM-Optimizer Plus –	
Each Deployment	\$200/M
Educators at Home	
DM-Optimizer – Email List	\$150/M
Minimum Order	\$400

### E@ppend

E@ppend – One-Time Deployment	\$350/M
E@ppend Plus:	
First Deployment	\$350/M
Second Deployment	\$250/M
E@ppend Premium	\$750/M
Minimum Order	\$500

### Additional Services

Message Set-Up Charge	\$125 Flat Fee <sup>1</sup>
Click-To's and Attachments	Free
Tracking	Free
Selections	Call Your MDR Rep

**Broker discounts apply.**

### Payment

Initial orders for new accounts must be prepaid and can be charged to your Visa, MasterCard, or American Express.

### Approval Policy

MDR reserves the right to request sample mailing piece and to approve email and message content.

Add state and local taxes where applicable.

Shipping and handling charges are extra.

Prices subject to change without notice.

<sup>1</sup> Complex messages may incur an additional fee.

## E@QUIRE

This service provides results tracking and reporting, and you only pay for delivered email messages. These email addresses are not returned to the customer and are only available for a one-time deployment.

With E@quire, we provide:

- The largest and most comprehensive file of educator emails on the market
- Unsurpassed e-marketing experience
- Exclusive email marketing delivery and technology
- Email deployment, results tracking, and reporting

## E@QUIRE PLUS

**Boost your response with a follow-up message.** Within 21 days of your first deployment, send a second message to those who haven't responded. Alter the message content or leave it unchanged. Either way, you get two deployments for added response.

## DM-OPTIMIZER

Increase your revenue and impact your bottom line! Try DM-Optimizer, MDR's synchronized direct mail/email solution, for your next direct mail campaign.

**This is how it works:**

Purchase a direct mail list and get a specially priced identical email list. Use the email list to alert your customers and prospects about an upcoming promotion or as an effective means to follow up.

## DM-OPTIMIZER PLUS

Now your customers can receive both pre- and post-mail messaging. Using the same principle as above, DM-Optimizer Plus is the best way to ensure that your promotions have multiple opportunities to drive results.

With either option, you'll get the response boost of multi-channel marketing at a fraction of the cost. Restrictions apply.

## E@PPEND

The cost-effective and profitable way to add professional email addresses to your customer file. Your customers tend to be your best performers...be sure to reach them with E@ppend.

## DEPLOY ONLY

This product offering includes the one-time deployment of a message to a customer-supplied email file.

**Call your MDR Representative for all of your email needs.**



**Test MDR's E-Marketing Solutions for your next campaign!**  
**Call us today for a free consultation and list recommendation.**

**800-333-8802 • [www.schooldata.com](http://www.schooldata.com) • [mdrinfo@dnb.com](mailto:mdrinfo@dnb.com)**