

MDR's Early Childhood

Building Blocks for Marketing Success!

With over 90,000 day care centers, 88,000+ day care directors, and more than 229,000 pre-kindergarten through third grade teachers, the demand for early childhood products and services has never been greater. Choose from the selections shown here, or call your MDR Representative for a complete list of our offerings.

Market Facts

Nearly two-thirds (62%) of U.S. children five years of age and younger receive regular care outside of their homes, according to government estimates.

Combined federal and state funding provides more than \$18 billion to support care for young children—ranging from home-based care to care in center-based programs, such as public pre-kindergarten (pre-k) programs and Head Start.¹

Direct Response Index™ (DRI)

Increase response with your next campaign by reaching day care centers by their propensity to buy through direct mail. **DRI** for day cares, MDR's powerful response-based selection, allows you to identify centers more likely to respond to direct mail offers.

Call for details.

And target Power Buyers... educators with an even higher propensity to reply favorably to your promotions.

¹Source: Good Start, Grow Smart: The Bush Administration's Early Childhood Initiative.

Order your mailing lists
or run counts online at
www.schooldata.com.

DAY CARE CENTER SELECTS

Special Types

	Centers	High DRI Centers ¹	Directors	Pre-K/K Teachers
All Day Care Centers	90,970	29,437	88,809	11,107
Church/Synagogue Centers	9,485	6,313	11,393	1,932
College/University Based	913	352	1,081	249
Employer (Corporate) Sponsored	363	138	520	66
Family Day Residences (With 10+ Children)	4,820	1,835	3,186	241
Federal Based	309	118	407	67
Head Start Centers	6,453	2,181	6,282	1,159
Hospital Centers	494	200	637	71
Military Based	149	37	201	21
Montessori Centers	2,036	866	2,131	372
Salvation Army	145	61	151	20
YMCA/YWCA Centers	3,075	848	3,072	173
Independent Centers	23,781	11,825	30,742	4,802
Unclassified	33,798	3,715	22,150	1,193

Day Care Chains/Centers

	Centers	High DRI Centers ¹	Directors	Pre-K/K Teachers
All Day Care Chains	4,571	710	6,463	724
American Child Care Centers	92	41	106	11
Bright Horizon	120	7	139	18
Children's Discovery Centers	118	33	166	28
Children's World	506	118	789	46
Childtime Learning Centers	223	12	368	27
Goddard	162	11	159	29
Kiddie Academy	117	12	133	9
Kids R Us	99	23	112	3
KinderCare	1,131	20	1,806	208
La Petite Academy	570	2	922	148
New Horizon	124	47	172	25
Primrose	123	11	120	5
Rainbow Child	97	28	96	10
Sunshine House	92	33	132	15
Tutor Time	171	17	153	24
Other Chains	826	295	1,090	118

Capacity

	Centers	Directors	Pre-K/K Teachers	Buyers
80+ (Largest)	26,636	32,318	3,789	4,821
40-79	24,416	25,375	3,567	3,492
1-39 (Smallest)	38,632	30,140	3,693	3,063
Unclassified	1,286	976	58	69

Age Range

	Centers	Directors	Pre-K/K Teachers	Buyers
Under 2 Years	35,513	42,311	5,136	5,402
2-4 Years	62,388	71,591	10,631	10,546
5-6 Years	62,741	71,784	10,045	10,286
7+ Years	35,414	41,113	4,805	5,104

¹Day Care Centers with High and Medium-High DRI scores.

Over Please for More
Early Childhood Selects

PRICING

Base Prices

Institutions

Day Care Centers	\$52/M
District Buildings	\$42/M
Schools	\$42/M

Personnel

Day Care Directors	\$68/M
District Administrators	\$68/M
Principals	\$44/M
Teachers	\$72/M

Direct Mail Buyers

Day Care Directors	\$105/M
District Administrators	\$105/M
School Principals	\$89/M
School Teachers	\$105/M

Specific Selects

Age Range	\$12/M
Capacity	\$12/M
Direct Response Index™ (DRI)	\$35/M
DRI With Buyers	\$20/M
Household Income	\$12/M
Lifestyle _{NE} Indicator	\$25/M
Special Programs/Services	\$12/M
Technology Selects	\$12/M

Selection Option Charges

Geographic (State/SCF/ZIP Code)	\$12/M
Keycoding	\$3/M
ZIP Match	\$3/M

Electronic Delivery Options

CD-ROM	\$40/List
Diskette	\$40/List
Email	\$40/List
FTP	\$40/List

Stock/Output Charges

Cheshire Labels	\$15/M
Pressure-Sensitive Labels	\$15/M
Postal Presort	\$10/M (\$100 Minimum)

Minimum charge of \$100 on all print label orders.

Minimum Order

One-Time Use	\$400/Order
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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.

Add state and local taxes where applicable.

Shipping and handling charges are extra.

Prices subject to change without notice.

Special Programs/Services

	Centers	Directors	Pre-K/K Teachers	Buyers
Infant Care Programs	35,513	42,311	5,136	5,402
Instructional Programs	44,864	54,734	8,630	8,732

Lifestyle_{NE} Indicator

	Centers	Directors	Pre-K/K Teachers	Buyers
Urban	14,085	14,143	1,651	1,675
Suburban	20,702	21,450	2,480	2,958
Second City	17,377	17,879	2,086	2,038
Town and Country	38,740	35,233	4,662	3,669

Household Income

	Centers	Directors	Pre-K/K Teachers	Buyers
Under \$30,000	10,808	10,485	1,178	814
\$30,000-\$39,999	20,513	19,670	2,511	1,814
\$40,000-\$49,999	22,329	21,231	2,598	2,273
\$50,000+	37,320	37,386	4,598	5,440

Day Care Center Buyers

	Buyers	Buyers in High DRI Centers ²
All Day Care Centers	10,341	5,554
All Day Care Chains	392	103

HEAD START PROGRAMS

	Total
Head Start Centers	6,453
Directors by Name at Head Start Centers	6,279
Teachers at Head Start Centers	727
Head Start Programs in Public Schools	945
Head Start Teachers in Public Schools	1,759

SCHOOLS WITH PRE-K/K PROGRAMS

	Schools	High DRI Schools ³	Principals	Pre-K/K Teachers
Pre-K to Grade 3	72,596	33,333	97,674	229,428
Pre-Kindergarten	28,983	12,854	40,255	117,488
Kindergarten	67,147	31,323	91,040	222,975

READING FIRST AWARDS

	Districts	Schools
Under \$400,000	922	1,241
\$400,000-\$1,000,000	378	1,011
Over \$1,000,000	222	1,471

READING FIRST CONTACTS

	Total
Reading First District Directors	236
Reading First School Coordinators	2,282

²Buyers in Day Care Centers with High and Medium-High DRI scores.

³Schools with High and Medium-High DRI scores.



Test MDR's Early Childhood information for your next mailing!
Call us today for a free consultation and list recommendation.

800-333-8802 • www.schooldata.com • mdrinfo@dnb.com