



Wiley Direct Education K-6 Book Buyers

Counts Through June 2009

Updated July 2009

Overview:

236,679 Buyers \$115/M

Description:

Wiley Direct Education Kindergarten-6th Book buyers are teachers and administrators at the primary school level with decision-making power. They choose books and other materials for their students from Wiley, as they know they are of superior quality.

Wiley, is a global publisher of high profile print and electronic products, providing thoughtful professionals, executives and the public with useful leading-edge resources, books and periodicals based on research and proven practice. Buyers retain high salaried management level positions and have authority to make company purchase decisions.

Target these Educators for all business publications, book offers, seminars, business travel offers, cultural events, membership clubs, and much more.

Find out what so many mailers have found out in the past: Wiley files WORK and continue to WORK. Recommend a Wiley File today.

Source

Direct Mail Sold

Selection Charges

SCF \$10.00/M
STATE \$10.00/M
ZIP \$10.00/M
GENDER/SEX \$10.00/M
MAX PER COMPANY/SITES \$15.00/M
KEY CODE \$5.00/M
TOPIC \$15.00/M

Output Media

DISKETTE \$50.00/F
MAG TAPE \$50.00/F
EMAIL \$50.00/F
CARTRIDGE \$50.00/F

Update Schedule

Quarterly

Cancellation Charge :

\$100.0/F

Minimums

5,000 Quantity

STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date
Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

Infocore Inc.
2375 Camino Vida Roble, Suite A
Carlsbad, CA 92011

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