



Wiley Direct Education Book Buyers

Counts Through June 2009

Overview:

299,641 Educators \$100/M

Description:

These teachers and administrators purchase their own materials and references to increase their personal and professional knowledge, to save time and work, and to better meet the needs of their individual students. These titles are from the former Prentice-Hall portfolio.

***Curriculum/Subject +\$15/m

*Curriculum

*School Counseling

*School Violence

*Special Education

*Teaching

***Grade Level +\$15/m

*Pre-school

*K-3

*4-6

*7-9

*10-12

***Additional Selections +\$15/m

* ADHD

* ART

* CHARACTER EDUCATION

* CLASSROOM MGMT

* ENGLISH

* HEALTH LIFE SKILLS

* MATH

* PHYSICAL EDUCATION

* READING

Updated July 2009

Source

100% Direct Mail Sold

Gender Profile

17.0 % Male

66.0 % Female

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

Business or Home Address \$10.00/M

Grade Level \$15.00/M

Curriculum/Subject \$15.00/M

Topics \$15.00/M

Multi-buyers \$5.00/M

Output Media

EMAIL \$50.00/F

FTP \$50.00/F

Update Schedule

Quarterly

Average Unit of Sale :

\$125

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.



datacard

Wiley Direct Education Book Buyers

- * SCIENCE
- * SOC STUDIES HISTORY
- * WRITING
- * WRITING-SPEC EDUCATION

For further information please contact our List Management Department at:

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