

**EXCLUSIVE!****EXCLUSIVE!****EXCLUSIVE!**

# A.W. PELLER & ASSOCIATES

## Bright Ideas for the Gifted and Talented

Mail Order Buyers	11,130	\$110/M
12 Month Buyers	2,941	+ \$15/M
School Address	9,494	+ \$15/M
Home Address	1,636	+ \$15/M
Male	1,067	+ \$15/M
Female	6,726	+ \$15/M

A.W. Peller & Associates, Inc., has been serving the educational community since 1973. They are distributors of a wide range of educational materials for the K-12 teacher, carefully selected to meet the needs of the gifted and talented. A.W. Peller books, kits, videos, posters, games, and CDs are inquiry oriented and emphasize problem solving and creativity.

Source:	Direct Mail
File Is Updated:	Annually
Last Update:	November 2015

### Selections:

Home vs School Address	\$15/M
Gender	\$15/M
State, SCF	\$15/M
Key Code	\$6/M
Running Charges	\$15/M

### File Delivery:

Email	\$50/F
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### Terms and Conditions:

- Minimum order 5,000 names.
- Orders under 50,000 records: Broker/mailer must pay for gross names shipped, no net arrangement.
- Orders of 50,000 records and over: Standard deductions allowed, CV must be provided, running charge of \$15/M applies to unmailed records.
- 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.

## School Market Research Institute, Inc.

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