

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

## JONES SCHOOL SUPPLY COMPANY

Active 24 Month Buyers	75,394	\$110/M
6 Month Hotline	40,226	+ \$20/M
12 Month Buyers	50,638	+ \$15/M
School Address	63,221	+ \$15/M
Home Address	12,173	+ \$15/M
Elementary	40,744	+ \$15/M
Middle/Jr. High	11,163	+ \$15/M
High	7,871	+ \$15/M
K-12	2,559	+ \$15/M
Public	57,730	+ \$15/M
Private/Catholic	5,634	+ \$15/M

Since 1920 Jones School Supply Company has been helping educators recognize, encourage, and reward achievement with high quality academic awards and incentives for K-12 teachers and coaches including medals, pins, plaques, ribbons, certificates, and trophies.

Source:	100% Direct Response
File Is Updated:	Annually
Last Update:	August 2011

**Selections:**

Key Code	\$6/M
Phone Numbers	\$30/M
School Level (Elementary, Middle/Jr. High, High, K-12)	\$15/M
District Buyers	\$15/M
School Type (Public, Private/Catholic)	\$15/M
Enrollment	\$15/M
Reduced Price/Free Lunch Eligible	\$15/M
Minority	\$15/M
Locale (Large City, Midsize City, Urban Fringe, Large Town, Small Town, Rural)	\$15/M
Running Charges	\$12/M

**Address Formats:**

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

- Minimum order 5,000 names.
- 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.

P.O. Box 10, 1721 Saybrook Road, Haddam, CT 06438  
**(800) 838-3444 • (860) 345-8183 • FAX (860) 345-3985**  
[www.smriinc.com](http://www.smriinc.com)  
 Email [info@smriinc.com](mailto:info@smriinc.com)

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