

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

LEARNING RESOURCES

Total Buyers	110,388	\$110/M
12 Month Buyers	12,409	\$120/M
Elementary	100,359	+ \$15/M
Preschool	10,918	+ \$15/M
School/Business Address	68,451	+ \$15/M
Home Address	41,937	+ \$15/M
Monetary Value		+ \$15/M

Learning Resources is a manufacturer of innovative, hands-on educational products that set imaginations in motion. Founded in the Chicago area in 1984, Learning Resources has long been known by educators to be an outstanding source for math, reading, science, early childhood products and teachers resources products. Their mission is to develop quality educational products that make learning exciting for children of all ages and abilities – products that will benefit them as they grow, while building a strong foundation of skills through exploration, imagination and fun!

Source:	Direct Mail
File Is Updated:	Quarterly
Last Update:	September 2010

Selections:

State, SCF	\$15/M
Gender	\$15/M
Key Code	\$6/M
Running Charges	\$15/M

Address Format:

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.

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