



RATE CARD & MAILING DATES

Shared Mailing Programme

Telephone 01634 26 36 26
www.direct2education.com



Shared Mailings to Schools & Colleges

From only 5.5p per school mailed

Shared Mailing is an inexpensive and reliable way to communicate with Schools and Colleges. Participants share the cost of list rental, handling and postage, so the key benefit is that mailings can be conducted at a quarter of the price of an equivalent solus campaign - from only 5.5p per school mailed.

Shared Mailings are a great way to publicise special offers, stock clearances, forthcoming events, or to promote and encourage traffic to your organisations website. Direct 2 Education's comprehensive

programme of **Shared Mailings** targeting Primary and Secondary schools runs throughout the Academic year. You can pre-book dates in advance to coincide with product launches or as a follow-up to other marketing activity.

The cost to mail your promotional materials using this service is as follows:

RATES (excluding vat):		
Package Type	Specification	Rate
Basic Shared Mailing Package		
Our basic package includes single use of our schools address list, polythene envelope stock, addressing, enclosing of a single insert up to 10 grams in weight*, labour fees etc.		
*Weight supplements apply to items over 10 grams in weight		
Full Primary – 25,000 schools	1st Insert	£1350.00
	2nd Insert	£325.00
	Weight supplement, per gram	£78.00
Primary – TOP 10,000 by highest pupil roll	1st Insert	£585.00
	2nd Insert	£150.00
	Weight supplement, per gram	£36.00
Primary – TOP 5,000 by highest pupil roll	1st Insert	£350.00
	2nd Insert	£80.00
	Weight supplement, per gram	£19.00
Full Secondary + FE – 5750 schools and colleges	1st Insert	£355.00
	2nd Insert	£95.00
	Weight supplement, per gram	£20.00
Schools with 6th Form and 6th Form colleges	1st Insert	£245.00
	2nd Insert	£63.00
	Weight supplement, per gram	£16.00

Please note, the item you wish to mail should be machinable, no smaller than A6 (105mm x 148.5mm) and no larger than A4 (210mm x 297mm). Oversize A4 items may be accommodated by special request.

MAILING DATES	PRIMARY & MIDDLE SCHOOLS	SECONDARY SCHOOLS
2008 Autumn Term		
August 2008	26th	27th
September 2008	9th, 23rd	3rd, 10th, 17th, 24th
October 2008	7th, 28th	1st, 8th, 15th, 29th
November 2008	11th, 25th	5th, 12th, 19th, 26th
December 2008		3rd
Mailing Dates for 2009 Please call for forthcoming mailing dates	We mail almost every week during term time	Shared Mailings offer fantastic value!



UNDERSTANDING EDUCATION

DIRECT 2 EDUCATION

The Education Marketing Specialist

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