

Channel_e™ Email Services: districts



From MCH—America's Leading Compiler of Institutional Data

The MCH B2i Advantage

For years, direct marketers have relied on the quality of MCH's mailing lists to help them reach key decision makers at schools, hospitals, and local government offices. We've taken our commitment to quality one step further and are now offering Channel_e™ email addresses for districts.

Make your connection using any of the detailed job functions and district attributes available on the phone-verified MCH database. We've used CAN-SPAM compliant processes and our rigorous quality control to develop a database of district decision makers ready to respond to your offers.

Channel_e™ provides a comprehensive and multi-channel solution to your marketing needs. Research shows that response rates increase when you supplement your print offers with email campaigns. Rely on MCH's quality as you develop your next campaign.

Contact your MCH representative for the most recent email counts.

Acquire new customers

Channel_e™ Prospect targets your message to the professionals who are poised to respond to your offers. Use any selection attributes from MCH's premium databases to craft the right list for your offers.

Boost response rates

Channel_e™ Companion supports your direct mail campaign with email messaging. Direct potential buyers to watch for your mail promotion with this specially priced multi-channel combination.

Increase customer retention

Channel_e™ Append enhances your customer records with MCH-certified email addresses. Add new points of contact with your best buyers to drive retention and increase the profitability of your marketing.

At a Glance: District Email

District Admin Email Addresses84,391

EMAIL SERVICES

Channel_e™ Prospect..... \$225/M
Channel_e™ Prospect, 2nd deployment..... \$180/M

Channel_e™ Companion..... \$190/M
Channel_e™ Companion,
2nd deployment \$170/M
Must be combined with a postal mailing list billed separately.

Channel_e™ Append..... \$625/M
Channel_e™ Append matching..... \$6/M
Additional MCH data elements can also be appended; please inquire.

Minimum Order \$500

ADDITIONAL ITEMS

Message set-up \$100*
Custom input file preparation \$100*
Custom output file layout set-up \$50*
Rush service..... \$100**
Click-to-Tracking Free
Image & File Hosting Free*
Selections Inquire

*Includes basic service and single file or message set-up. Complex configurations and additional input or output files incur additional charges.

**Rush service is limited to available capacity.

Broker discounts available; please inquire.

PAYMENT

First orders from new clients must be paid in advance. We accept Visa, MasterCard, and American Express. For credit terms on future orders, please inquire.

IMPORTANT CONSIDERATIONS

MCH reserves the right to request sample mailing pieces and to approve the content of email messages. Cancelled orders are subject to the minimum order charge of \$500. Prices, counts, and offers are subject to change without notice. Add state and local taxes where applicable.

Channel_e™ Email Services: Districts

Administrative Personnel

	Postal Count	Email Count
Superintendent.....	15,392	4,424
Area Superintendent.....	420	125
Assistant Superintendent.....	7,561	3,072
District Secretary.....	12,829	2,266
School Board President.....	13,532	1,414
Superintendent, Church-Related Schools.....	118	50
Catholic Superintendent of Schools.....	161	60

Business Personnel

	Postal Count	Email Count
Affirmative Action Director.....	1,402	500
Building & Grounds Director.....	10,888	2,365
Business Manager.....	12,191	3,210
Food Services Director.....	10,581	1,910
Grant Coordinator.....	3,152	852
Human Resources Director.....	7,045	2,236
Network Administrator.....	7,375	2,227
Public Relations Director.....	2,163	848
Purchasing Director.....	3,489	1,127
Safety/Security Director.....	4,880	1,423
Teacher Personnel Director.....	2,495	900
Transportation Director.....	10,045	2,116

Support Services Personnel

	Postal Count	Email Count
Academic Testing Director.....	5,996	1,539
AIDS Education Director.....	5,138	977
At-Risk Director.....	6,786	1,490
College Counseling Director.....	650	118
Counselor—Guidance.....	11,461	1,852
Dropout Prevention Director.....	1,191	331
Health/Nurse Services Director.....	7,447	1,559
In-Service Ed/Staff Development Director.....	7,237	2,088
Instructional Media Director.....	7,830	1,684
Library Services Director.....	7,770	1,340
Parent Involvement Director.....	1,290	354
Psychological Testing Director.....	1,724	498
Pupil Personnel Director.....	2,324	802
Social Work Director.....	2,842	754
Substance Abuse Director.....	6,893	1,400

District Related Offices

	Postal Count	Email Count
Superintendent.....	330	119

Curriculum Personnel

	Postal Count	Email Count
Adult Education Director.....	2,813	886
Alternative Education Director.....	3,759	1,061
Art Director.....	1,045	355
Athletic Director.....	10,251	1,843
Before/After School Program Director.....	2,370	604
Bilingual Education Director.....	4,877	1,246
Business Education Director.....	736	209
Character Education Director.....	545	146
Computer/Technology Director.....	12,243	3,376
Curriculum Director.....	15,442	3,935
Driver's Education Director.....	1,300	300
Early Childhood Education Director.....	5,532	1,444
English Director.....	1,134	392
ELL Program Director.....	2,661	764
ESL Program Director.....	3,699	1,041
Family & Consumer Science Director.....	1,765	313
Federal Program Director.....	14,567	3,465
Foreign Language Director.....	747	269
Gifted Program Director.....	6,356	1,448
Health/Sex Ed/Physical Ed Director.....	3,427	780
Industrial Arts Director.....	833	252
Literacy Coach.....	896	232
Magnet School Director.....	193	83
Mathematics Director.....	917	332
Migrant Education Director.....	801	254
Multi-Cultural Curriculum Director.....	525	182
Music Director.....	1,138	352
Reading Director.....	2,568	576
Reading First Director.....	1,637	401
Remedial Math Director.....	753	161
Remedial Reading Director.....	2,525	539
Science Director.....	849	307
Social Studies Director.....	716	267
Special Education Director.....	13,122	2,610
Summer School Director.....	3,407	1,004
Supplemental Services Director.....	199	65
Teacher Mentor Director.....	1,896	576
Technology Prep Director.....	1,213	479
Title I Director.....	11,844	2,730
Vocational Education Director.....	5,175	1,288