



child care

From MCH—America's Leading Compiler of Institutional Data

The MCH B2i Advantage

American Recovery & Reinvestment Act—ARRA

- Child care providers will receive \$2 billion under the economic stimulus funding package. The funding will be indirect, as it will go to qualifying parents through state-administered programs.
- MCH is tracking where the money is going and providing recommendations on how to target this funding at www.stimulusmarketing.com.

Tips & Traps

- Schools provide child care services, before and after school programs, and pre-kindergarten classes. For complete coverage, it is important to include these institutions in your marketing efforts.
- There is only one key decision-maker in the child care market, the center's director. You should never need to mail more than one piece per institution in a single drop.
- Capacity is an obvious indicator of an organization's buying power, but keep in mind that many centers maintain a lower actual enrollment than their licensed capacity. Child care centers on the MCH list have a capacity of 12 or more.
- Child care operations in wealthy areas are typically better prospects than those in other areas.
- In chain facilities, some purchasing is centralized in the corporate headquarters. Some mailers choose to exclude chain locations from their campaigns if their purchase orders typically come from the chain's main office.
- Main offices of Head Start programs typically outperform the program locations.

Extend Your Reach

Contact your MCH representative for more information on these additional institutions that may be receptive to your offers:

- **Parents as Teachers** and **Even Start Programs** are federally supported programs that are geared toward developing early childhood parenting skills and the home learning environment.
- **Children's Hospitals** and the pediatric departments of general hospitals provide a variety of services to young children and their parents. They are potential buyers of a wide variety of children's products.

At a Glance: Child Care

Child Care Centers &

Head Start Programs \$40/M 107,991
 Director \$60/M 84,296
 Phone add \$25/M 107,973



Every MCH-compiled mailing address is guaranteed deliverable. We will reimburse 50¢ for each undeliverable mail piece with an MCH institutional address when returned to us within 90 days of the MCH invoice date. We update our database based upon returned mail on a daily basis. For complete guarantee terms see www.mailings.com/orderinginfo/getthere.html



The MCH research team calls schools, hospitals, and nursing homes, plus thousands of other institutions to confirm their key attributes and stay on top of the latest staff changes. We make hundreds of thousands of phone calls a year!

Child Care

Child Care Centers

\$40/M

For complete coverage, see also Child Care Services at schools and Before & After School Programs at schools.

Total Count.....97,946

Phone.....add \$25/M.....97,943

PERSONNEL.....\$60/M

Director84,296

 Education Coordinator **NEW!**190

AGE RANGE.....ADD \$10/M

0-2.....34,852

2-4.....70,506

5+60,015

CAPACITY.....ADD \$10/M

Capacity.....86,986

Very Small (12-24).....14,652

Small (25-49).....21,596

Medium (50-74).....16,929

Large (75-124).....20,389

Very Large (125+).....13,425

Uncoded.....10,955

CHAINS.....ADD \$10/M

Bobbie Noonan's Childcare.....11

Bright Horizons Child Care.....193

Child Care Network.....149

Children First Childcare.....25

Children's Creative Learning Centers11

Children's Friend Inc40

Children's Lighthouse Learning.....14

Childtime Learning Center.....120

Kiddie Academy80

Kids R Kids Learning148

Kindercare.....1,760

Knowledge Learning Corporation97

La Petite576

Lincoln Marti Schools.....14

Mini-Skool Early Learning Centers27

Minnieland Private DC School.....53

New Horizon Child Care.....78

Nobel Learning Centers79

Primrose Schools115

Rainbow Child Development.....48

Stepping Stone School.....27

The Children's Courtyard50

The Sunshine House.....114

Tutor Time Learning178

TYPES OF CHILD CARE CENTERS.....ADD \$10/M

Religious Affiliation.....11,836

Protestant10,554

Catholic.....767

Jewish.....517

Special Needs

Group Home3,483

Mentally Challenged.....115

Physically Challenged.....331

Corporate Sponsored.....583

Montessori Centers.....1,971

DEMOGRAPHICS

Metropolitan Population add \$10/M

Population Score add \$10/M

Wealth Score add \$10/M

FEATURES.....ADD \$10/M

Before & After School Program*47,656

Infants.....31,727

Kindergarten Classes.....4,643

Preschool/

Pre-Kindergarten Classes62,077

Private Kindergarten Classes.....929

Summer Camps.....14,527

VCRs and Computers29,874

*For complete coverage also select Before & After

School Programs at schools. See listing at right.

LOCATIONADD \$10/M

Freestanding77,458

at Colleges647

at Hospitals253

at Military Bases/Federal.....32

at Nursing Homes.....396

at Schools.....18,320

at YMCAs & YWCAs1,028

What Our Customers Say

"It is always a pleasure to work with MCH. They offer prompt and efficient service."

In Depth: Child Care

Early childhood education in America is dominated by various child care institutions. Child care operations, pre-schools, and Head Start programs serve a broad spectrum of children from birth through elementary ages.

These organizations share many needs and priorities with schools. In fact, there is a broad crossover with many MCH institutional lists. Many early childhood services are operated by schools, churches, YMCA/YWCA centers, colleges, and hospitals.

Before & After

School Programs

\$50/M*
Total Count.....74,875
OPERATED BY

Child Care Centers.....47,656

Schools.....27,219

*Price reflects base price plus \$10/M selection charge.

Head Start Programs &

Main Offices

\$40/M
Total Count.....9,319

Head Start Main Offices1,376

Phone.....add \$25/M.....10,363

PERSONNEL.....\$60/M

Director8,067

SELECTIONS

Capacityadd \$10/M.....Inquire

Includes programs and administrative offices where education classes for preschool children are held. When contact name is not ordered, we recommend using the title "Head Start Director."

Child Care Services

at Schools

\$40/M
Total Count.....2,827
PERSONNEL.....\$60/M

Director1,588

Principal2,072

Pre-K Programs

at Schools

\$40/M
Total Count.....34,002
PERSONNEL.....\$60/M

Pre-K Director.....375

Principal30,157