

## Teacher Email Prospecting Tool

Reach new customers · Increase the success of Direct Mail campaigns · Reduce overall marketing costs

Current Quadrant Teacher Count: 73,000 +

### Teacher Email Pricing

One-time Deployment	\$ 225/M*
With Follow-up sent within 21 days	\$ 400/M
Message Setup	\$ 100 flat fee per message
RUSH Charges (deliverability may decrease)	Additional 50%

### When combined w/Direct Mail List

One-time Deployment	\$ 195/M
Message Setup	\$ 100 flat fee per message

### ADDITIONAL COSTS:

Selection criteria (school size, geography, wealth, etc.): + \$12/M

Add 2 custom personalization fields, e.g., First Name, Ensemble Type, School Name (additional personalizations may be added, call Quadrant to discuss): + \$10/M

A additional test mailing after the first 3 tests (3 tests are included at no charge): + \$50 each

HTML code cleaning/editing (for clients submitting their own HTML file): + \$95/hour

### ADD VALUE with ADDITIONAL SERVICES:

- Graphic Design & HTML Creation
- Landing Page Design & Implementation
- Dynamic Content Insertion
- Event-response Handling
- Advanced Tracking
- Post-email Custom Analysis

There are many other options. Call Quadrant today to discuss your specific needs.

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\*M = 1,000

➤ **Broadcast your message to a highly-targeted list** of school Music, Drama and/or Dance Directors and Teachers, using any or all of our demographic list-selects.

➤ **Get a list of Hot Prospects** - We **include** the click-through data in your after-mailing reports so that you may follow-up on valuable leads. Ask us about the best way to use this data.

Keep in mind that the Quadrant Teacher Email service is a *prospecting* tool. Your open and click-through rates will be lower than when sending to a list of your current clients.

➤ **Combine the Teacher Email with your Direct Mail Campaign** for a multi-channel effect—the most effective prospecting tool yet. Plus, **you receive a discount** on the Teacher Email pricing when combined with a Direct Mail list from Quadrant.

➤ **Utilize an effective Landing Page**

Quadrant can create a web page or micro-site to work in concert with your email broadcast. Our design team can create landing pages which have the same “look” as your own web site, so viewers can seamlessly click-through to your site (these clicks can be tracked by individual recipient). However, landing pages are *specific* to your email and can greatly increase the effectiveness of your broadcast.

### Why use Quadrant Arts Education Research for emailing rather than anyone other data service?

Simply put — **we know your business!** *Nobody* has more complete, more specific, or more accurate data than Quadrant on school performing arts programs *and* teachers.

**For example**, if you're prospecting for participants in your marching band camp, Quadrant knows which schools have marching bands and which do not. Your email is sent only to those schools with a marching band program.

### **No other company can promise the same.**

Since Quadrant knows the school performing arts landscape better than anyone else, we bring to the table the knowledge necessary to ensure your success.

Plus, why use a giant email service only to have your message sent to the school custodian? *What a waste.*