

POSTAL MAILINGS

Shared postal mailing: reaching teachers for less than the cost of an email

Shared mailing packs are sent to schools on a regular basis. Each pack contains a variety of literature for different teachers. Each leaflet is marked top right with the title of the teacher for whom it is intended, and is forwarded by the school administrator.

Shared mailings are arranged to reach the following groups of schools

	Total cost	Price per teacher	Total cost	Price per teacher	Print (1)	Regional (2)	Weight (3)	Stand by (4)
	1 teacher per school		2 teachers per school			Per teacher		
3500 schools with sixth forms	£295	8.4p	£359	5.1p	£99	20p / 22p	£16/g	£249
5100 secondary	£375	7.3p	£472	4.6p	£99	20p / 22p	£20/g	£299
5000 largest primary schools	£388	7.6p	£469	4.7p	£99	Not available	£19/g	£299
10000 largest primary schools	£699	7.0p	£851	4.2p	£199	Not available	£36	Not available
All 24000 primary schools	£1499	6.2p	£1829	3.8p	£399	Not available	£78	Not available
All 29000 schools	£1794	6.1p	£2221	3.8p	£499	Not available	£98	Not available

Technical details, costs and other matters...

- (1) **Print prices** are for black on white two sides, suitable digital art work supplied. Please call for other prices.
- (2) **Regional selection by postcodes:** the first price is for one leaflet, the second price for two leaflets. Not available on all mailings – please call for details.
- (3) **The weight charge** applies where the leaflet is over 15g. Where two leaflets are supplied weight of leaflets are combined.
- (4) **Stand by:** you send in your leaflets and payment and we will despatch the leaflets within one of the next five mailings we run for that service. Because we have flexibility as to when they go out, you get a much lower rate.

Scotland, Wales, and N Ireland may be selected out of the list for an additional fee – but please note this is not available in all services.

Comparisons with other services

Shared mailings cost about 20% of the cost of a solo mailing, and in many cases around the cost of a generic email campaign. Shared mailings generally give results which are about 30% of a solo mailing and often over twice that of a generic email campaign – thus making them particularly attractive. They are often used with much success as a way of regularly getting in touch with teachers by offering one or two items at attractive prices.

For a sample pack and further advice, please phone 01536 399000

Shared mailing website www.shared.org.uk
Phone: 01536 399 000. **Fax:** 01536 399 012. **Email:** Sales@hamilton-house.com
 Hamilton House Mailings plc, Earlstrees Ct., Earlstrees Rd., Corby, Northants NN17 4HH

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