

# Shared mailings services and options for 2008

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**Leaflet & Brochure Mailings:** The mailings consist of a School of Educational Administration newsletter and between 7 and 15 leaflets from companies, government bodies, colleges, etc. The service also gives an automatic free inclusion in the Top 5 website which is promoted to administrators, managers and teachers as the place to find suppliers of school products and services. The Leaflet Service is ideal for mailing light-weight items (up to 25g) while the Brochure Service is for heavier items.

**Stand by:** A stand by mailing gives you a significant discount on the normal mailing prices. In return you agree that we can mail the item in any week up to 8 weeks after the moment your leaflets and payment arrive. The 8 weeks start from the very day the items arrive, but exclude the weeks within the three long holidays (Xmas, Easter, Summer) when we do not mail.

**Subsequent inserts:** A second item may be included in a mailing. The charge is 5p per school reached, but only the heavier of the two items carries any weight charge.

**Weight charge:** There is no weight charge at all unless your item is over 15g (or, in the case of the Brochure shared, over 25g). The weight charge is then calculated per gram.

**Postcode by Postcode (PbP) selection:** You may select schools by postcode, as signified by the opening letter/s of the postcode, such as LE or B. This service is unavailable to primary schools on certain weeks - please see the list of dates on the back page.

**Regional selection:** All mailings are for the UK plus Channel Islands and Isle of Man. You can opt to remove Scotland, Wales or N Ireland from the selection, for a small surcharge in each case.

**Re-mail:** You may supply up to 10% more leaflets or brochures than are needed for a mailing. We will then hold your overs and mail them out a few weeks later to schools selected from your original list, as an extra reminder. There is no charge for this service.

**Arrival and despatch of goods:** Goods are acknowledged by signature upon arrival; no further receipt is given. The overwhelming majority of our shared mailings are despatched on the date stated but we do reserve the right to vary despatch date by a few days. Most mailings travel via Mailsort 3, which may take up to 10 days to arrive.