

# Data Services – Education Masterfile & BookFile Services

**Education Masterfile is JEM's accurate database of all the schools, colleges and educational establishments in the UK. It is continually updated to ensure the highest level of accuracy. Such is our confidence in this claim, we will provide a first class stamp as refund for every returned address!**

JEM will take care of planning and organising either your shared (Schoolbag) or solus mailing. Alternatively, you can organise your own by purchasing Education Masterfile data, which can be supplied in most common formats (e.g. CSV, Excel, self-adhesive labels or pre-printed envelopes), for either single or multiple use. School name and postal address is provided with a generic title of your choice. Data selections can be made by LEA, postcode, school type, gender or school roll plus various additional selection criteria such as government initiatives, enabling you to refine and target your campaign.

## BookFile

BookFile is our extensive database of UK libraries and library suppliers. It also includes acquisition librarians, an important group of people responsible for influencing the purchasing activities of 4,000 UK public libraries. The BookFile database provides the flexibility to target mailings on a shared or solus

basis. Call the JEM Client Services Team for a quotation and more information.

## Data Processing & Cleaning

We also offer a complete range of data services from data capture and data cleansing to de-duplication and sophisticated profiling and suppression to help you reduce costly wastage and maximise the true potential of your mailing campaign.

JEM can provide a FREE, no obligation, data audit which will show the quality of your list and the improvement that can be made by cleaning against the various files such as PAF (Post Office Address File), NCOA (National Change of Address File) and the Bereavement Register as well as the Telephone, Fax and Mailing Preference Services.

We can also provide a lifestyle profile of your data, enabling you to source additional records for targeting.

## PRICE LIST

### Education & Other Record Rental and Purchase

#### Schools Lists

Single use list rental (including 3 day delivery)	£43.50 per thousand
Unlimited use list purchase	£150.00 per thousand
Next day delivery service for label orders	£7.50 per order

Minimum order value of £43.50.

#### BookFile Lists

Single use list rental (including 3 day delivery)	£95.00 per thousand
Unlimited use list purchase	£150.00 per thousand
Next day delivery service for label orders	£7.50 per order

Minimum order value of £50.

#### Enhanced Data Selections

Named Head Teachers	£5.95 per thousand
Telephone Numbers (Not TPS compliant)	£21.00 per thousand
Telephone Numbers (TPS compliant)	P.O.A.
Named Departmental Heads	P.O.A.
Specialist Schools/Colleges	£50.00 per selection
Leading Edge Schools	£50.00 per selection
Training Schools	£50.00 per selection
Special Needs classified by need (e.g. autism, visual impairment)	£50.00 per selection

Prices based on single use rental. For multiple use, P.O.A.

Please remember to add the cost of Record Rental and Purchase to your Enhanced Data Selections.

#### Data Products

Line listing ordered at time of purchase with telephone numbers (Non TPS)	£31.50 per thousand
Line listing ordered at time of purchase without telephone numbers	£10.50 per thousand
Line listing ordered separately with telephone numbers (Non TPS)	£61.50 per thousand
Line listing ordered separately without telephone numbers	£41.20 per thousand
DL inkjet addressed self-seal envelopes	£35.50 per thousand
C5 inkjet addressed self-seal envelopes	£43.75 per thousand
C4 inkjet addressed self-seal envelopes	£77.00 per thousand
Inkjet slogan/message/return address to addressed envelopes	£14.75 per thousand
Mailsort data, produce bag labels and reports	£5.25 per thousand

Please remember to add the cost of Record Rental and Purchase and/or Enhanced Data Selection to your choice of Data Products.

Prices for addressed envelopes and line listings include three day delivery. For next day delivery please contact the Client Services Team.

All prices quoted are subject to VAT.