

Terms & Conditions

1. GENERAL

- a) Our terms and conditions over-ride any others stipulated in orders received.
- b) COPYRIGHT: All our lists are copyright and must not be re-used or reproduced. The same applies to any designs we create, any text we write or any artwork we produce.
- c) COST VARIATION: Quotations lapse after 30 days unless re-confirmed.
- d) TIMING: Will be agreed by negotiation and is subject to delivery of suitable materials to timescale and, where appropriate, customer approvals. We are unable to accept responsibility for loss or delay in delivery of goods once they have been transferred to Royal Mail or other carriers.
- e) ORDERS: Although we are willing to accept verbal orders (or amendments to existing orders), instructions must be confirmed in writing or fax before any work is commenced.
- f) CONSEQUENTIAL LOSS: We do not accept liability for consequential loss or damage resulting from error or delay however caused. Any liability is limited to the charges we would normally make.
- g) OWNERSHIP: All designs, artwork, print and materials supplied by JEM Education Marketing Services Ltd & associated companies shall remain in our ownership until the time when remittances for such supply are received in full.
- h) ADDITIONAL TASKS: Any additional tasks undertaken, but not quoted for are chargeable.
- i) RESCHEDULING: Is subject to capacity.
- j) We reserve the right to alter or cancel published Schoolbag & BookFile mailing dates as necessary.

2. ENCLOSING

- a) PRICING: All quotations supplied are 'subject to sight of materials', and we reserve the right to pass on any increased costs due to variation in materials.
- b) MATERIALS: Whilst taking every care of materials provided to us, we accept no liability for loss or damage, or consequential loss or damage, whilst materials are in transit or on our premises. All machine work is accepted subject to sight of final materials.
- c) DELIVERIES: Deliveries must be accompanied by delivery notes detailing the quantity and description of the goods and each package must be marked with contents and quantity. Packaging containing materials intended for inclusion in our Schoolbag shared mailing programme should be marked with the booked mailing date.
- d) STORAGE: Where we agree to store materials against future use we reserve the right to charge for the space occupied. Clients must insure their materials against all risks.

3. PRINT, CREATIVE AND ENVELOPES

- a) PRELIMINARY WORK: Work produced whether experimental or otherwise at customers' request will be charged for.
- b) PROOFS: Authors' changes on or after first proof will be charged extra. Proofs of all work may be submitted for customers' approval and no responsibility will be accepted for any errors in proofs passed by him/her.
- c) SKETCHES, ARTWORK ETC: Sketches and artwork prepared by

us remain our copyright unless such copyright is specifically transferred to the customer.

d) VARIATIONS IN QUANTITY: Every endeavour will be made to deliver the correct quantity ordered but quotations are conditional upon a margin of +/- 5 percent and the same to be charged for or deducted pro rata.

e) ILLEGAL MATTER:

i) We shall not be required to print any matter which in our opinion is or may be of an illegal or libellous nature, or is contrary to the codes in (6) below.

ii) We shall be indemnified by the customer in respect of any claims, costs or expenses arising out of any illegal or libellous matter printed for the customer or any infringement of patent, copyright or design.

4. FORCE MAJEURE

a) Every effort will be made to carry out any contract based on a quotation, but its due performance is subject to cancellation by us, or to such variation as we may find necessary as a result or inability to obtain (otherwise than at enhanced prices) labour, materials or supplies, due to any Act of God, War, Strike, Lockout or any Labour Dispute, Fire, Flood, Drought, Legislation or other cause beyond our control.

5. TERMS OF PAYMENT

- a) For new clients without credit accounts, payment is due when work is completed and before it is posted. Credit application forms are available on request or via the website.
- b) For clients with credit accounts, payment is due within one calendar month of the date of invoice.
- c) Unless otherwise stated, all prices quoted are subject to VAT.
- d) Postage payments are required in advance. No posting will be made until postage accounts are paid and remittances cleared. H.M. Customs & Excise currently regard requisitioned postage as being VAT exempt. However should this situation change, then we reserve the right to levy the appropriate VAT charges on current postage – and retrospectively, should this be required.
- e) Invoice queries must be made within 10 days of the invoice date.

6. CODES OF CONDUCT

We have an obligation to uphold at all times the British Codes of Advertising and Sales Promotion. Our acceptance of work from clients is based upon the understanding that they too undertake to work within the normally accepted Codes of Conduct for the advertising industry, including in particular the British Codes of Advertising and Sales Promotion and the Code of Practice of the Independent Committee for the Supervision of Standards of Telephone Information Services. Address lists supplied to us should comply with all current requirements of the Data Protection Register and the Data Protection Legislation.



JEM Education Marketing Services Ltd

Client Services & Finance: Orbital Park Ashford Kent TN24 0GA

Mailing Production & Fulfilment: (For material deliveries only)

Express Park Shipton Way Northampton Road Rushden Northamptonshire NN10 6GL

Tel: 01233 214022 Fax: 01233 214020 Email: info@jem.co.uk www.jem.co.uk

Digital Printing:

JEM Digital Print Services Ltd

Staplehurst Road Sittingbourne Kent ME10 2NH

Tel: 01795 415144 Fax: 01795 415143 Email: sales@jemdigitalprint.co.uk www.jemdigitalprint.co.uk



Enabling effective communication with the education sector

JEM Education Marketing Services Ltd is an Orbital Marketing Services Group company.



www.orbitalmarketing.co.uk

Other Group companies include:

BP Travel Marketing Services (www.bptravelmarketing.co.uk)

MacDonald Mailing Ltd (www.macdonaldmailing.co.uk)

Orbital Response & Fulfilment (www.orbitalfulfilment.co.uk)

PMD Healthcare Marketing Services Ltd (www.pmdhealthcare.co.uk)

Take One Media Ltd (www.takeonemedia.co.uk)

2009 2009

Welcome to JEM

JEM's specialist direct marketing and mailing services enable you to communicate effectively with schools, colleges, universities and other educational establishments.

Our services have been developed and honed over the last 35 years to meet the specific needs of the education sector, providing high quality solutions to support your marketing promotion and communication campaigns.

We maintain the highest level of client satisfaction by delivering quality products and services tailored to our clients' specific needs. Our BS EN ISO 9001: 2000 accreditation reinforces our commitment to quality and service. This is underpinned by a market focus that enables us to identify and anticipate the increasingly sophisticated needs of our clients whilst also allowing us to introduce new products and services that enable them to maximise the full potential of their direct marketing campaigns.

Being part of the Orbital Marketing Services Group enables us to provide clients with even greater flexibility and responsiveness, as well as access to a comprehensive range of associated direct mail services; from planning and executing the most effective campaign through response handling and fulfilment to detailed reporting to assist in the planning of future campaigns.

The continuing development of strategic links with complementary design, print and data organisations combined with our digital printing and book production resource (JEM Digital Print Services) enables clients to benefit from the convenience of dealing with a single-service provider.

To find out how we can support and enhance your direct marketing campaigns to the education sector as well as the healthcare, travel and leisure markets, simply call our Client Services Team on 01233 214022.

We look forward to hearing from you.



Core Services

Data Services – Education Masterfile & BookFile

Education Masterfile, JEM's continually updated database of education addresses, is available for rent or purchase, and is renowned for its accuracy and flexibility to target sectors of your choice.

We can plan and organise your mailing to provide shared or solus mailings to your targeted selection. Alternatively, you can organise your own mailing to selected records from the Education Masterfile database.

Our **BookFile** database enables effective targeting of campaigns to libraries and library suppliers. Additional data can be sourced on your behalf.

We also offer a complete range of data services from data capture, cleansing and de-duplication to sophisticated profiling and suppression. We can also source data specific to other market sectors through our network of leading data providers.

Shared Mailings

Our **Schoolbag** shared mailing service is still one of the most popular and cost effective ways of communicating regularly with schools - from around 7p for an A4 flyer! Our all-inclusive 'Print & Mail' pricing, combined with regular mailings throughout the year, provides the opportunity to promote your products and services regularly to UK schools at a fraction of the cost of a solus mailing.

BookFile shared mailings to UK libraries, library suppliers and British Council libraries offer a cost effective alternative to individual mailings. For a fraction of the cost you can promote your latest titles, catalogues and special offers. There's no need for you to source mailing lists, provide packaging or spend your time enclosing promotional items in envelopes. For a one-off cost we will take care of everything for you.

Targeted Mailings

Comprehensive mailing facilities include laser and inkjet personalisation, polywrapping, machine or hand envelope enclosing. Special-rate, complete mailing packages available for clients wishing to use JEM

data. For added convenience, our design services combined with our in-house print and duplication services will help to make your campaigns even easier to manage.

Complementary Services

Education Market Research

JEM can arrange to research your products or services, using a carefully selected panel of teachers and other education professionals, and provide vital feedback before you commit to launch. The format can be determined by you, depending on budget, location, timescale or the product being tested.

It could be a focus group of head teachers, administrators or subject teachers, all managed in a controlled environment with expert

facilitators to lead and focus the discussion and provide in depth reports.

Alternatively research can be conducted by conventional questionnaire, either on-line or face to face, the choice is yours. Our experts provide as much help and guidance as you need. Once armed with the feedback necessary to launch your new product or service, JEM can help you with the next step in reaching your target market.

Design

We work with a wide range of well established design companies, both locally and nationally, to provide our clients with a complete end to end service. We are happy to take a design brief and supply you with a

number of options that not only meet your campaign objectives but also provide optimum production efficiencies.

Printing – Digital & Litho

Whether you need litho print on paper or envelopes, short run digital print, laser personalisation or even high-speed, low cost duplication, we can take care of it for you, allowing you more time to plan and manage your direct marketing campaign.

Our in-house design and litho print facility is equipped with computer-to-plate technology for an easy print process – all you need to do is provide artwork in an acceptable format or, if required, we can provide design and creation too.

We can arrange campaign specific envelopes and polywrap, incorporating the client brand and sometimes even a campaign message which has become increasingly popular in brand promotion.

Duplication is a very popular, economical and convenient print service. Working from a single hard copy we are able to duplicate your promotional material in black or blue onto white or pastel paper.

Response & Fulfilment

Our dedicated Response and Fulfilment team is on hand to manage your literature requests, customer helplines, competitions, payment processing, mail order fulfilment and e-commerce from 50-seat, customer contact centre in Ashford. They will handle your campaign responses efficiently and courteously 364 days a year, thereby maximising the impact of your marketing campaign.

We have a 100,000 sq foot warehouse and pick, pack & despatch operation centrally located to provide fulfilment, storage and distribution services with web-based, remote client access for campaign and stock management reports.

Education Masterfile is our database of schools, colleges and other 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 uses. 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, enable you to refine and target your campaign.

BookFile

BookFile is an 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 that match.

Maintained Schools	Early Years	Key Stage 1	Key Stage 2	Key Stage 3	Key Stage 4	Sixth Form	
Nursery School 2-4	●						937
Infant School 4-7		●					906
Infant School with nursery 3-7	●	●					930
First School 4-8 or 9		●	●				523
First School with nursery 3-8 or 9	●	●	●				335
First with Middle School 4-12		●	●	●			21
First with Middle School with nursery 3-12	●	●	●	●			13
Junior School 7-11			●				1,577
Primary School 4-11		●	●				9,815
Primary School with nursery 3-11	●	●	●				7,595
Middle deemed Primary School 8-12			●	●			34
Middle deemed Secondary School 9-13			●	●			223
Junior high without sixth form 4-16		●	●	●	●		28
Junior high with sixth form 4-18		●	●	●	●	●	3
Secondary Lower School 11-14				●			89
Secondary Upper School 14-18					●	●	158
Secondary School 11-16				●	●		1,366
Secondary School 11-18				●	●	●	2,286
Academies 11-18				●	●	●	115
City Technology Colleges 11-18				●	●	●	4
Sixth Form Colleges 16-18						●	139
Total - Maintained	9,810	20,169	20,167	4,182	3,960	2,705	27,097

Primary schools total = 22,909

Independent	Early Years	Key Stage 1	Key Stage 2	Key Stage 3	Key Stage 4	Sixth Form	
Independent Pre-Prep 4-7		●					28
Independent Pre-Prep with nursery 3-7	●	●					133
Independent Junior 4-11		●	●				175
Independent Junior 3-11 with nursery	●	●	●				582
Independent Junior 7-11			●				74
Independent Preparatory 4-13		●	●	●			72
Independent Preparatory 3-13 with nursery	●	●	●	●			220
Independent Preparatory 8-13			●	●			68
Independent Secondary School 11-16				●	●		124
Independent Secondary 11-18				●	●	●	473
International Schools in the UK				●	●	●	19
Independent - All Ages (3 to 16) with nursery	●	●	●	●	●		104
Independent - All Ages (4 or 8 to 16)		●	●	●	●		60
Independent - All Ages (3 to 18) with nursery	●	●	●	●	●	●	103
Independent - All Ages (4 or 8 to 18)		●	●	●	●	●	67
Independent - Sixth Form Colleges						●	36
Total - Independent	1,142	1,544	1,525	1,310	950	698	2,338
Total - Maintained & Independent	10,952	21,713	21,692	5,492	4,910	3,403	29,435

Primary schools total = 1,352
Secondary schools total = 986

Higher Education	
FE Colleges	542
FE/HE Colleges	97
HE Colleges	29
Universities and Component Colleges	264
Specialist Colleges within Universities	37
University Departments of Continuing Education/OU offices	68
Faculties of Education	99
School Centred Initial Teacher Training (SCITT) offices	60
FE Business/Correspondence Colleges	82
FE Art, Architecture, Design, Crafts, Textiles	51
FE Agriculture and Horticulture	56
FE Music, Drama and Speech	43
FE Establishments for the Disabled	19
FE Engineering, Science and Computing	5
FE - all other specialist	33
Total	1,485

Special Schools	
Pupil Referral Units	517
Hospital Schools	28
Maintained Special Schools	1,237
Independent Special Schools	407
Total	2,189

Other Educational Lists	
Children's Centres	501
City Learning Centres	105
Teachers Centres	321
Local Authority Education Departments - Main Office	213
Local Authority Education Departments - Area Office	66
Educational Psychology Service	326
Learning and Skills Councils	47
Careers offices headquarters	55
Branch Career Offices	726
University Career Offices	87
Prisons	183
Secure Units and Training Centres	36
Total	2,666

PRICE LIST

Education & Other Record Rental and Purchase

Schools Lists	
Single use list rental (including 3 day delivery)	£44.00 per thousand
Unlimited use list purchase	£150.00 per thousand
Next day delivery service for label orders	£7.50 per order
<small>Minimum order value of £43.50.</small>	
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
<small>Minimum order value of £50.</small>	
Enhanced Data Selections	
Named Head Teachers	£6.25 per thousand
Telephone Numbers (Not TPS compliant)	£21.50 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
<small>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.</small>	
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	£36.00 per thousand
C5 inkjet addressed self-seal envelopes	£44.25 per thousand
C4 inkjet addressed self-seal envelopes	£77.50 per thousand
Inkjet slogan/message/return address to addressed envelopes	£15.25 per thousand
Mailsort data, produce bag labels and reports	£5.50 per thousand
<small>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.</small>	

Schoolbag & BookFile Shared Mailings

Our Schoolbag shared mailing service to schools is a popular and cost effective communication device used by many marketing professionals to regularly communicate with schools. BookFile shared mailings to libraries and library suppliers have also proved popular amongst our publisher clients.

Schoolbag

Schoolbag's all inclusive pricing combined with regular mailings throughout the year, provides anyone wishing to promote their products and services to schools with the opportunity of communicating at a fraction of the cost of an individual mailing. Our new 'Print&Mail' service together with our in-house duplication facility makes participation in a Schoolbag shared mailing even easier.



Schoolbag is mailed weekly to secondary schools and fortnightly to primary & middle schools. To plan your mailing dates please refer to our mailing schedule

opposite. For 2008 our secondary school mailing includes all establishments (both schools and FE colleges) that have 6th forms. This is a fully researched list of locations that all offer GCSE, A-level and vocational qualifications.

Selections and Targeting

A number of selections are available to ensure that your Schoolbag mailing reaches your target market. Our Client Services team will be able to advise you on the most appropriate selection to meet your campaign objectives.

Prime Positions

The prime positions in Schoolbag are the TOP and BOTTOM slots as these usually grab immediate attention. These positions have proved to be very popular and, if you wish to book one of these spaces, it's advisable to let us know as soon as possible.

Print&Mail! and Duplication Services

JEM's new Print&Mail! service is designed to make life easier for their Schoolbag customers. We have negotiated extremely competitive rates with reputable printers and put together a package that includes printing your material and mailing it in Schoolbag. All you need do is supply us with finished artwork*. We do the rest, taking the pressure off you and leaving you free to concentrate on running your business.



Take a look at our all inclusive Print&Mail! prices opposite.

Duplication has established itself as a very popular, economical and convenient print service. If you have an existing mail piece for which there is no artwork, we can,

*Subject to specific formats

from a simple lasered hard copy, a word document or a PDF, duplicate your promotional material in black or blue onto white or pastel paper.

Originals requiring duplication should arrive at least 3 working days prior to the published despatch date and artwork for litho printing, 10 working days before mailing.



Mailing Insert Specification and Weight Surcharge

Sizes up to A4 (297 x 210mm) can be included in Schoolbag. Weight surcharges apply per gram above 10g.

Delivery of Artwork or Mailing Material

Finished artwork for our Print&Mail service is required ten working days prior to the agreed despatch date. A specification for acceptable artwork formats is available from the Account Management team. All mailing materials should be delivered to our Rushden depot at least three working days prior to the agreed despatch date.

Please mark deliveries with the appropriate mailing date booked.

Postage and Delivery Timings

Schoolbag uses Royal Mail's Mailsort 3 service which can take up to seven working days to arrive.

BookFile Shared Mailing

Our BookFile shared mailing service enables book publishers of all sizes to communicate with and promote to our database of UK libraries, library suppliers and acquisition librarians at a fraction of the cost of a solus mailing. BookFile is mailed four times throughout the year and is the ideal way to promote your latest book titles and catalogues to this important group of influential buyers.



2009 BookFile Mailing Dates

20th February, 5th June, 4th September, 4th December

Speak to any of our Client Services Team who will be pleased to discuss your campaign requirements and advise on how participation in Schoolbag, BookFile or other Group shared mailing services will help you achieve your campaign objectives.

Schoolbag Shared Mailing Dates and Prices



Schoolbag mailings are scheduled to fit within key timings in the school calendar. Our all inclusive, simple to use, price guide will enable you to pick the options that best suit your requirements.



SCHOOLBAG SHARED MAILING CALENDAR

	Primary & Middle Schools	Secondary Schools
2009 Spring Term		
January 2009	6th, 20th	7th, 14th, 21st, 28th
February 2009	3rd, 17th	4th, 18th
March 2009	3rd, 17th	4th, 11th, 18th, 25th
2009 Summer Term		
April 2009	14th, 28th	15th, 22nd, 29th
May 2009	12th, 26th	6th, 13th, 27th
June 2009	9th, 23rd	3rd, 10th, 17th, 24th
July 2009	7th	1st, 8th
2009 Autumn Term		
August 2009	25th	26th
September 2009	8th, 22nd	2nd, 9th, 16th, 23rd, 30th
October 2009	6th, 27th	7th, 14th, 28th
November 2009	10th, 24th	4th, 11th, 18th, 25th
December 2009		2nd

PRICE LIST	Schoolbag	Primary & Middle Schools			Secondary Schools	
		Largest 5,000	Largest 10,000	All 24,500	With Sixth Form & FE Colleges 3,600	All 5,600
	First insert up to A4 size/10g weight <small>(Payment with order discounted price)</small>	£325	£595	£1,375	£250	£365
	First insert up to A4 size/10g weight <small>(Invoiced on 30 day payment terms)</small>	£388	£700	£1,595	£293	£425
	Cost of each additional insert up to A4 size <small>(In the same mailing)</small>	£81	£152	£330	£64	£97
	Weight surcharge per gram <small>(Applicable when insert/combined inserts' weight exceed 10g)</small>	£19	£36	£78	£16	£20
	Prime position premium <small>(Top or bottom position)</small>			£50		£35

Print&Mail!	A4 litho print and inclusion on white 115gsm silk/gloss paper (artwork supplied by client)					
		Largest 5,000	Largest 10,000	All 24,500	All 5,600	
	Single sided, one colour	£439	£796	£1,814	£368	£481
	Single sided, two colour	£498	£862	£1,919	£421	£534
	Single sided, four colour	£602	£962	£1,984	£488	£670
	Double sided, one colour	£497	£841	£1,898	£405	£538
	Double sided, two colour	£519	£878	£1,944	£489	£561
	Double sided, four colour	£680	£991	£2,133	£565	£707
	A4 leaflet duplication and inclusion (blue or black print, no bleeds or half tones)					
	Single sided duplication on white A4	£399	£745	£1,734	£326	£431
	Double sided duplication on white A4	£424	£792	£1,778	£344	£472
	Single sided duplication on pastel A4 *	£413	£770	£1,800	£336	£459
	Double sided duplication on pastel A4 *	£438	£820	£1,833	£355	£487

Note: Prices exclude VAT and are subject to any changes notified by Royal Mail. Quotations for litho and digital printing services are available on request. JEM reserves the right to change mailing dates where necessary. Print&Mail! prices based on payment with order.

The 2009 School Year Mean Holiday Dates (individual Local Education Authority dates may differ)			
	Term starts	Half term	Term ends
2009 Spring Term	5th January	16th – 20th February	3rd April
2009 Summer Term	20th April	26th – 29th May	22nd July
2009 Autumn Term	3rd September	26th – 30th October	18th December

In addition to our regular shared mailings, we also provide a comprehensive bespoke mailing service, tailored specifically to meet your needs. Whether it is a high volume machine enclosed or smaller, intricate hand mailing, our client-focussed approach ensures that your mailing receives the same level of care and attention.

Although our core expertise is handling mailings to the education sector we also provide effective mailing solutions for clients in other sectors, using clients' own or data sourced on their behalf.

We have the resources and capacity at our 100,000 sq foot mailing facility in Northamptonshire, to provide a fully integrated solution for all your data, personalisation,

enclosing, addressing, finishing and distribution requirements. Comprehensive levels of support ensure even the most complex multi-cell campaigns are handled with ease.

Our Account Management Team will work closely with you at every stage, providing the experience and skills that ensure your mailings are completed on time, within budget and to the highest quality.

Postage

Postage is charged at standard Royal Mail rates, either via our own Royal Mail account, for which prepayment is required prior to posting, or using your own Royal Mail account where dockets or agreement to use your E*Pro account would need to be provided.

Prices are based on mailing items being machinable and the minimum machine quantity of 2,000. For smaller or more intricate mailing by hand, please contact our Client Services Team for advice and a quotation.

All prices quoted exclude VAT and postage and are subject to our Terms and Conditions of Business.

For further information or a quotation, please contact the JEM Client Services Team who will be pleased to help.



PRICE LIST

Complete Mailing Packages using JEM Education Masterfile Data

For clients wishing to mail using our lists, we offer a Complete Mailing Package. This incorporates list rental (generic job title), envelopes, addressing and machine enclosing of the first insert. The only variable is the size and type of envelope you choose.

Complete Mailing Package *Minimum machine quantity 2,000 items.*

White DL envelopes	£69.50 per thousand
White or polythene C5 envelopes	£78.50 per thousand
Polythene C4 envelopes	£75.95 per thousand
White C4 envelopes	£99.95 per thousand

Additional Inserts & Mailing Services

Insert additional item(s)	£5.25 per thousand per item
Fold A4	£5.25 per thousand per item
Mailsort items up to 200g	£10.95 per thousand
Mailsort items over 200g	£16.50 per thousand

Special discounted rates for personalised letters to named Head Teachers from the JEM Education Masterfile

Set text, merge, laser print single sided supplied A4	£83.75 per thousand
Set text, merge, laser print double sided supplied A4	£121.25 per thousand
Print client signature in blue ink onto letter	£10.85 per thousand

General Mailing Services

Our extensive mailing services are also available to clients using their own or rented lists. We can import or help source your address lists, manipulate, sort and print direct onto envelopes, carrier sheets or laser personalise to letterhead. We guarantee that your data will be treated confidentially, used only for the purpose you specify and returned or disposed of as required after use. Carrier sheets and envelopes can be overprinted with a return address, PPI and a promotional message to your specification.

Data Processing

Import client data file	£30.00 one-off charge
Mailsort client data file (sort, produce reports & bag labels)	£5.00 one-off charge

Lettershop Work *Minimum machine quantity 2,000 items.*

First insert	£13.25 per thousand
Insert additional item(s)	£5.25 per thousand per item
Fold A4	£5.25 per thousand per item
Fold A3	£7.25 per thousand per item
Mailsort items up to 200g	£10.95 per thousand
Mailsort items over 200g	£16.50 per thousand
Take delivery & warehouse client envelopes (DL & C5)	£4.50 per thousand
Take delivery & warehouse client envelopes (C4)	£6.50 per thousand

Envelopes

White DL	£19.00 per thousand
White C5	£29.50 per thousand
White C4	£56.50 per thousand
Polythene C5	£25.00 per thousand
Polythene C4	£28.50 per thousand

All prices quoted are subject to VAT and postage.

PRICE LIST

Duplication (in black or blue ink)

Print A4 single sided on JEM supplied 80gsm white paper	£19.50 per thousand
Print A4 single sided on JEM supplied 80gsm pastel paper	£24.95 per thousand
Print A4 double sided on JEM supplied 90gsm white paper	£26.95 per thousand
Print A4 double sided on JEM supplied 80gsm pastel paper	£32.50 per thousand
Overprint client letterhead with text and signature in black, single sided	£12.95 per thousand
Overprint client letterhead with text and signature in black, double sided	£18.50 per thousand
Print blue signature	£11.50 per thousand

Laser Personalisation

To laser A4 single sided onto client supplied paper	£50.00 per thousand
To laser A4 double sided onto client supplied paper	£90.00 per thousand
Supply white 80gsm A4 paper	£9.50 per thousand
Supply pastel 80gsm A4 paper	£14.95 per thousand
Scan and add client signature to letter	£5.00 (one-off charge)

Label, Envelope and Carrier Printing

Supply self-adhesive laser labels and print addresses	£19.50 per thousand
Print addresses on DL or C5 envelopes	£23.00 per thousand
Print addresses on C4 envelopes	£30.75 per thousand
Print addresses on carrier sheet or to face for polythene mailings	£23.00 per thousand
Print return address/PPI and/or promotional message on envelopes	£14.75 per thousand
Print return address/PPI and/or promotional message on client A4 paper	£18.75 per thousand
Supply white 80gsm A4 paper	£9.50 per thousand
Supply pastel 80gsm A4 paper	£14.95 per thousand

Storage and Disposal of Materials

Storage of materials held in our warehouse after 2 weeks following the posting of the mailing will be charged at £3.25 per pallet per week. Overs can be returned within the UK at a charge of £10.00 per box weighing up to a maximum of 20kg. Environmentally friendly disposal of stock is available at a rate of £49.00 per tonne.

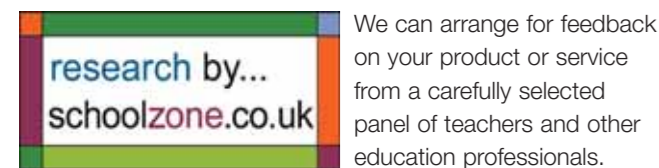
All prices quoted are subject to VAT and delivery where relevant. Print prices are subject to changes introduced by paper and ink suppliers.



Rushden Mailing and Fulfillment Centre

If you're developing new products or services for the education sector, wouldn't you like to know how well they'll be accepted before committing to costly production or launch campaigns? JEM offers a complete package that enables you to test your products and services before taking to market.

With JEM you'll get it right first time, effectively targeting your audience and maximising your ROI from the start of your campaign. We work in partnership with education market research specialists, SchoolZone to manage the whole process. Their facilitators chair discussions in a controlled environment and providing in depth analytical reports on the groups findings.



We can arrange for feedback on your product or service from a carefully selected panel of teachers and other education professionals.

The exact format of the research can be determined by you, depending on your budget, location, timescale or even the nature of the product being tested.

Alternatively research can be conducted by conventional questionnaire, either on-line or face to face, the choice is



yours. The JEM and SchoolZone teams will be on hand to provide as much assistance and guidance as you require.

Once you're armed with feedback from education professional's feedback, you're ready to launch your new product or service and JEM's fully integrated service will seamlessly guide you through the next steps in reaching and servicing your target market.

Whether it's mailings to schools, list rental, campaign response handling or short-run digital printing, JEM has the service to support and maximise the effectiveness of your campaigns.

Planning and implementing a direct marketing campaign is just one part of a successful promotion. JEM offers a fully integrated service from start to finish.

We offer a complete print solution that allows you more time to concentrate on planning and managing your direct marketing campaigns. In addition to our in-house design and print facilities we also work closely with a network of leading suppliers through whom we can co-ordinate your needs. Whether you require litho print on paper or envelopes, short-run digital printing, laser personalisation or high speed, low cost duplication, JEM will take care of it for you.

Our digital print division, based in Sittingbourne, Kent, uses the latest Xerox technology to provide short-run print solutions for leaflets, flyers, point of sale, catalogues, newsletters, personalised letters or whatever else you require. They also specialise in on-demand, advance and proof copy book production for publishers of all sizes.



In addition, our in-house litho print facility is equipped with computer to plate technology for an easy print process – all you need do is provide artwork in an acceptable format or, if required, we can provide design and creation too.

Our Print&Mail! service is available to Schoolbag clients and offers a complete solution for your marketing and promotional campaigns to schools. You just supply the artwork and we do the rest.

We can pre-print campaign specific envelopes or polywrap to incorporate your brand and/or campaign message in order to strengthen your brand promotion.

Alternatively, our duplication service is economical and convenient. Working from an original (printed or lasered) we can duplicate your promotional material in black or blue onto white or pastel paper.

PRICE LIST	Litho Printing	5,750	10,000	25,000
	A4 single sided, one colour onto 90gsm white paper	£135	£190	£385
	A4 double sided, one colour onto 90gsm white paper	£160	£235	£445
	A4 single sided, two colour onto 90gsm white paper	£160	£210	£420
	A4 double sided, two colour onto 90gsm white paper	£195	£260	£490



JEM offers a fully integrated approach, helping you to plan and implement your direct marketing and sales promotions campaigns from start to finish.

We'll work with you to create, co-ordinate and implement your mailing campaign, ensuring the most efficient and cost effective way of communicating your message to your target audience, to schedule and within budget.

Our Education Masterfile database provides clients with the flexibility to target their campaign and minimise wastage. Clients can also benefit from the range of impressive support services and expertise available within the Group. Our Client Services team will discuss how we can help you maximise the response from your direct mailing campaign.

Response Services

Our 50-seat Customer Contact Centre can receive and manage the responses to your campaign. We have a wealth of experience in a variety of response activities including literature requests, helplines, competitions, order and payment processing, mail order fulfilment and other enquiries received by telephone, fax, post or email. A unique telephone number allocated to your campaign ensures that your brand identity is maintained by answering all calls in your company name. Extensive call management tools allow clients to benefit from the most appropriate of methods for their campaign; from live or automated call handling to rapid response e-mail services or postal response handling through the provision of unique P.O. Boxes, Freepost or Business Reply facilities.



Our state-of-the-art customer contact centre provides inbound and outbound telephony services tailored to the needs of your business and customers. It is supported by call management systems and voice-activated back-up services and features:

- capacity for 50 agent positions
- highly skilled operatives supported by ongoing training and development
- interactive voice response (IVR) back-up for live service or specific campaigns
- computer telephone integration (CTI) and web-enabled
- full call recording
- dedicated phone lines – from Freephone to premium rate

Our comprehensive services are as flexible as you need them to be. You can use our facilities all year round, fully outsourcing inbound or outbound contacts, or we can manage specific campaigns. If you prefer, you can simply switch calls to us outside your normal office hours to offer

customers that little bit more support.

JEM offers the full menu of Customer Contact Centre services, from simple brochure or literature requests to more complex customer service and mail order processing. Some of the main services we provide include:

- literature request fulfilment
- information/customer helpdesk services
- mail order processing
- donation management
- customer and prospect data collection
- competition/sales promotion responses

Fulfilment Services

Our customer contact centre is fully integrated with our purpose-built, fulfilment and distribution centre in Rushden, Northamptonshire, which offers in excess of 100,000sq. ft of secure storage and distribution space. We hold stocks of client products, literature and other fulfilment items ready to be personalised and sent out within seconds of your customer's call or web order.



This modern materials handling facility makes for efficiencies in operation, whilst sophisticated reporting and monitoring systems provide essential statistics for measurement and forward planning.

Our Customer Contact centre receives orders by phone, fax, email or web. These are input to our order processing system to generate invoices, pick lists and personalised correspondence etc for our production teams, who pick and pack orders according to our clients' specification.

We have the flexibility to pick and pack whatever you need, including:

- product literature/information
- point-of-sale items
- mail-order products
- information packs
- charity packs

Your customer's literature requests and orders are processed quickly and efficiently on your behalf and our web-based campaign and stock management systems enable clients to monitor their campaigns remotely.

Our expert team manages the processes and systems that are all designed with one purpose in mind – to carry out every client's fulfilment instructions exactly as specified.

JEM will take on and manage the design and artwork process as well as managing the print production on your behalf, enabling you to spend more time doing what you do best - developing your business.



Managing this part of the process also enables us to synchronise production with all other elements of the project to ensure that everything comes together seamlessly and takes the pressure off your shoulders.

production efficiencies.

Whether you need a brochure, catalogue, product manual, direct mail, flyers or anything else you can think of, we'd be happy to take care of it and manage the entire process on your behalf and provide you with a complete end to end service.



We will take a design brief and, working with a range of established design companies, both locally and nationally, we'll supply you with a number of options that not only meet your campaign objectives but also provide optimum