



# JEM SCHOOLBAG SHARED MAILINGS

## DATES & RATES 2018-19



■ Primary School mailing ■ Secondary School mailing

**REACH UK SCHOOLS FROM JUST 9P A SCHOOL!**

### AUTUMN TERM 2018

September						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

November						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

### SPRING TERM 2019

January						
Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February						
Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

March						
Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

### SUMMER TERM 2019

May						
Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

June						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

August						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

### School Holidays (inc regional variations)

- Most schools on holiday
- Some schools on holiday



**CONTACT US NOW**

**01233 214022**

**www.jem.co.uk**

**Email: info@jem.co.uk**

# JEM SCHOOLBAG SHARED MAILINGS

## RATES 2018-19

	PRIMARY & MIDDLE Schools			SECONDARY Schools		ALL Schools
	Largest	Largest	All	With 6th Form	All	All
<b>No. of schools</b>	<b>5,000</b>	<b>10,000</b>	<b>23,300</b>	<b>3,600</b>	<b>5,800</b>	<b>29,100</b>
<b>No. of leaflets required</b> (Up to A4/15g weight)	<b>5,200</b>	<b>10,200</b>	<b>23,500</b>	<b>3,800</b>	<b>6,000</b>	<b>29,300</b>
<b>Shared mailing</b> Includes first insert up to A4 size/15g weight	<b>£695</b>	<b>£899</b>	<b>£1,845</b>	<b>£505</b>	<b>£505</b>	<b>£2,315</b>
<b>Cost of each additional insert</b> Up to A4 in the same mailing	<b>£355</b>	<b>£469</b>	<b>£947</b>	<b>£262</b>	<b>£262</b>	<b>£1,189</b>
<b>Weight surcharge</b> Per gram in excess of the allowance shown	<b>£25</b>	<b>£43</b>	<b>£89</b>	<b>£27</b>	<b>£27</b>	<b>£106</b>

## ADDITIONAL SERVICES

### WE CAN PRINT YOUR FLYERS\*

- Only **£665** to print your flyers for an all Primary Shared Mailing
- Only **£299** to print your flyers for an all Secondary Shared Mailing

### FOLLOW UP E-MAIL CAMPAIGN

Get greater impact by following up your Shared Mailing with a generic e-mail campaign to the same schools.

- Only **£350** for all Primary Schools
- Only **£150** for all Secondary Schools

### MULTIPLE MAILINGS

Multiply the effectiveness of your campaigns by being in more than one mailing.

- **Book two or more mailings** – get a follow up email campaign for **half price**



® A Menzies Response brand

### CONTACT US NOW

**01233 214022**

**[www.jem.co.uk](http://www.jem.co.uk)**

**Email: [info@jem.co.uk](mailto:info@jem.co.uk)**

*JEM's Schoolbag Shared Mailings have worked brilliantly for Norseman for many years: 12 shared mailings to all primary schools each year costs about the same as a rep, but generates more leads. Over time, this service has helped us become a strong and well-established brand name in schools.*

**Jonathan White, Norseman Direct.**

*Westfield are celebrating our 50th Anniversary in business this year and for the last 25 years have been using JEM's Shared Mailings. This shows the proof is certainly in the pudding. In this economical climate, advertising does pay and we're proud to have been in service for so long.*

**Sharon Farrell, Westfield4Schools.**

\*Prices based on A4, 2 printed pages full colour on 130gsm silk. JEM Education Direct reserves the right to amend prices without notice. Prices shown are for prepayment, exclude VAT and are based on items being machineable. Please contact our sales team to discuss your exact specification. Extra dates may be added if required, dates may be changed or removed. Prices are valid until 31/12/2018. E&OE.