

we can put **250,000** **schools, libraries &** **child care centres** **at your fingertips**

primary schools | high schools | catholic schools
independent schools | international schools

public libraries | university libraries | TAFE libraries

child care centres | kindergartens | preschools

local government

Australia | New Zealand | Singapore | Hong Kong



the write response

Australia's leading supplier of education sector mailing lists



Proud Supporters



the write response

Australia's leading supplier of education sector mailing lists

If you want to reach the *library, school or child care markets* we can put you in touch with hundreds of thousands of potential customers *quickly and easily* so you can start selling to them today!



The Write Response lists can be used time after time for your direct mail, fax broadcast, email broadcast*, telemarketing and sales campaigns. If you can't get contact information out of your accounts system, if you have a mailing list that is out of date, or you need to build a database for a new business, *The Write Response* is the answer. Our marketing lists are available in a wide variety of formats that will fit into your existing database or word processing software, so **you don't need to retrain your staff on new software.**



We actively research information, verify it and then keep **updating it every day**. We don't rely on questionnaires, telephone books or other publications to source our information - this is original and unique information that can't be found in any other single source. Accuracy and coverage are second to none and our deliverability is as high as 99.85%*, which **means less waste and more profit for you.**



We have Australia's highest barcode match rate for schools, giving you the highest possible postal discounts. We've examined every school record and matched it with its proper address in Australia Post's latest postal address file (PAF). And we've not only run the records through the usual matching process, we've reviewed every property name in the PAF to ensure it matches the correct school - eliminating addressing errors made by schools, education departments and Australia Post.



It's all we do and we take the time to get it right. We can put you in touch with schools across the English-speaking world, and we have thousands of libraries and higher education institutions as well as 13,000 early learning centres. With approximately 10,000 personal names, tens of thousands of phone and fax numbers and selected email addresses*, our lists are your critical resource for your direct mail, fax and email broadcast, telemarketing and sales campaigns.

With our unique update service all you pay is half price every year after your first list purchase and you will have the country's **best market research** at your fingertips year after year.*

Find out what hundreds of publishers and suppliers around Australia and the world already know: *The Write Response* is the only way to get the best response.

your essential resource for

- ✓ Direct Mail
- ✓ Fax Broadcast
- ✓ Email Broadcast
- ✓ Telemarketing
- ✓ Sales Reps on the road
- ✓ Market Research
- ✓ Building your prospect database

includes

- ✓ 20,000 fax numbers
- ✓ email addresses*
- ✓ phone numbers
- ✓ School enrolments & demographics

90% barcode match rate for Australian schools, giving you the highest bulk mail discount

Ask us about our fax broadcast service – it's a fraction of the cost of direct mail and fully compliant with federal government legislation

The only list of Australian school principals. Exclusive to The Write Response

*see "Important Notes" for information about email broadcast.



CALL US TODAY ON (02) 9981 6222



what our customers say

"We had 4,000 samples requested by the end of the day we sent the fax blast, and 11,000 samples ordered after three days. All the requests were validated to be spot on target. The Write Response elevated our campaign from what was initially to be a trial schools campaign to a sell-out success nationally. Highly recommended to anyone targeting schools with an offer of value."

Marketing team @ Tango on behalf of U by Kotex(R), Kimberly-Clark Australia

"We had 44 orders on the first day of the fax campaign and at the end of week two we had more than 400 orders and had to reprint just to fill them all."

Primary educational publisher, Melbourne

"How could we not think your product and service are absolutely fabulous?"

- completely up-to-date information at such great value!
- we appreciate the opportunity to purchase the updated list each year at half price
- all the information we need at our fingertips
- your database is directly responsible for the majority of bookings we receive each year
- we market exclusively to schools, and yours is the best database for doing so!
- you are always ready to assist with any questions
- the database works in well and easily with our barcoding software for maximum postal discounts
- the database is easy to understand and maintain
- no rocket science or university degrees required!"

Major educational theatre company, North Coast NSW

"This is amazing value for money. I have wasted hours and hours trawling the internet for addresses which take so long to clean up to get them into mail-mergeable files. It just became too hard. Then your letter appeared on my desk like the answer to a prayer. You even tailored it for my specific business and target market needs, and prorated the price. Thanks for making it possible for me to reach my clients when I had all but given up!"

Educational tourism operator, NSW

"The ultimate success of the medallions distribution is founded in the expertise and knowledge of schools across Australia brought to the project by The Write Response."

Project Report to the Commonwealth Government Council for the Centenary of Federation, 2001. [2 million commemorative medallions were distributed to primary school students nationally]

"We use the list four times each year with great results. Our school attendance has basically doubled over the last two years, with 250,000 students visiting the Sydney & Melbourne theatres last year as part of organised school excursions. We are extremely pleased with the results."

IMAX Cinemas, Melbourne and Sydney

"More than 4,500 families registered for our promotion after a poster campaign to child care centres. We were stunned!"

Advertising agency account manager working on behalf of a major pharmaceutical company

"Thanks for your help; this will be the biggest Candle Day ever."

Amnesty International, Sydney

"There's no point trying to do this stuff myself; I do the creative and leave the research up to The Write Response."

Leading marine education publisher, Queensland

"We'll save more than \$4,000 every time we do a major mail campaign because [The Write Response] had such a high barcode match rate. The accuracy is excellent."

Australia's largest educational publisher, Melbourne

find us online:

writeresponse.com.au



australian mailing lists

<u>High Schools and Special Schools National Database (Public Private Catholic)</u>	\$450
3,350 public, private and catholic secondary schools and special schools (includes street and mailing details, 90%+ barcoding, classifications, enrolments, ph/fax, selected email* and principal's name in most cases) <i>Need a state-based list? Or specific school types, enrolments, or just your region? Call us and let us know what you need.</i>	
<u>Primary Schools National Database (Public Private Catholic)</u>	\$490
7,850 public, private and catholic primary schools (includes street and mailing details, 90%+ barcoding, classifications, enrolments, ph/fax, selected email* and principal's name in most cases) <i>Need a state-based list? Or specific school types, enrolments, or just your region? Call us and let us know what you need.</i>	
<u>Child Care Centres, Preschools and Kindergartens National Database</u>	\$700
9,000 child care centres, preschools, kindergartens, family day care organisers (includes all mailing details, classifications, phone, 5000 fax numbers, email unavailable) <i>Need a state-based list? Or specific school types, enrolments, or just your region? Call us and let us know what you need.</i>	
<u>University TAFE and Education-Related Libraries Australia</u>	\$235
approx 850 university, TAFE, college and education libraries (mailing details, ph/fax, email unavailable, librarian's name*)	
<u>University Faculty Heads and Administrators</u>	\$385
approx 800 university faculty heads and senior administrators (mailing details, ph/fax, personalised*, email unavailable)	
<u>Registered Training Organisations (RTOs)</u>	\$550
approx 2700 of the largest RTOs and training providers in all sectors (mailing details, ph/fax, personalised*, email in most cases)	
<u>Colleges TAFEs and Universities (CRICOS registered)</u>	\$385
approx 1,700 university, TAFE, and colleges registered to accept overseas students (mailing details, ph/fax, student contact name*)	
<u>Public Library Services Australia</u>	\$195
approx 450 central public library services, 990 branch libraries for Australia also included (includes all mailing details, ph/fax, email unavailable, librarian's name*)	
<u>Local and Municipal Councils Australia</u>	\$185
more than 580 local, municipal, city and regional councils (includes all mailing details, ph/fax, email*)	

*** all prices are GST inclusive**

**need an education list that's not in the brochure?
need a specialised list of courses or people in higher education?**

give us a call on (02) 9981 6222



other mailing lists

<u>New Zealand Primary and High Schools</u>	\$385
2,500 New Zealand public and private schools (includes all mailing details, classifications, ph/fax, email*) Also available by region, enrolment, school type, level, etc.	
<u>New Zealand Child Care Centres</u>	\$330
3,000 child care centres, preschools, and kindergartens (includes all mailing details, classifications, ph/fax, email unavailable). Also available by region, centre type, etc	
<u>Singapore Primary and High Schools</u>	\$115
400 public and private schools (includes all mailing details, classifications, ph/fax, email*) Also available by county, region, enrolment, school type, level, etc	
<u>Hong Kong Primary and High Schools</u>	\$150
1,100 public and private schools (includes all mailing details, classifications, email unavailable)	
<u>International Schools and International Baccalaureate Schools</u>	\$355
1,900 schools around the world (includes all mailing details, classifications, ph/fax, email*) Also available by country, region, school type, level, etc	
<u>United Kingdom Primary and High Schools</u>	Contact us
<u>USA Primary and High Schools</u>	Contact us

* important notes

1. If you are unsure about conditions of sale, data inclusions or any other aspect of these lists please contact us before purchase as no refunds are available after purchase.
2. A non-exclusive licence agreement covers the use of any *The Write Response* lists. This product contains data only and includes no operating software or system specific instructions. As all libraries, schools and institutions are different not all records will have data in all fields nor have a matching field layout. Email addresses and fax numbers may be removed from lists at short notice due to local and international regulatory requirements. Deliverability guarantees, where applicable, do not apply to phone/fax numbers and email addresses.
3. Public library lists and higher education lists include most personal names. Branch public libraries are usually not personalised. In most cases very limited email data is available and in the senior university staff list no emails are available.
4. The Child Care Centres list does not include personal names but does include most phone numbers and many fax numbers. The Child Care Centres list does not include email data. Deliverability of fax numbers varies due to shared lines and fax/phones used in centres.
5. Email addresses where available may be able to be used for email broadcast under the Spam Act 2004 ("implied consent by conspicuous publication"). You must seek your own legal advice about email broadcast before use. Email addresses may be removed from lists at short notice due to local and international regulatory requirements. Deliverability guarantees, where applicable, do not apply to phone/fax numbers and email addresses. Email addresses are generic and not personalised.
6. Self-adhesive labels are available for rental only and surcharges will apply; please call for a quote. Update offers only apply to previous lists purchased. All trade names and marks are the property of the respective owners and are mentioned in this brochure as a guide only. Features may change without notice. The Write Response reserves the right to change, amend or withdraw from sale any list or service at any time without notice. All prices and conditions are current until 1 Jun 2010. The prices, offers and statements in this brochure supercede all previous information. All lists, promotional material and licence agreements are copyright of *The Write Response* (2010).
7. Where fax numbers appear in any list it is the responsibility of the licensee to wash the list against the current Do Not Fax Register. Under no circumstances will The Write Response provide pre-washed lists on basic list purchases.

All copyrights owned by The Write Response Pty Ltd ACN 085 119 348. All prices in this brochure are GST inclusive. We reserve the right to refuse sale to any person or organisation.

Return this **order form** with your payment to The Write Response PO Box 5146 Wheeler Heights NSW 2097

phone: (02) 9981 6222 fax: (02) 9981 6211
e-mail: lists@WriteResponse.com.au web: www.WriteResponse.com.au

Company Name: _____
Address: _____
Contact Name: _____ Position: _____
Email: _____ Ph: () _____ Fax: () _____



please tick the **list(s)** you require

Individual List Prices

Australian high and special schools.....	\$450
Australian primary schools	\$490
Australian child care centres.....	\$700
Local councils Australia.....	\$185
Public library services Australia.....	\$195
University TAFE higher ed libraries Australia.....	\$235
Universities TAFEs and colleges for int'l students	\$385
University faculty heads and administrators.....	\$385
Registered training organisations (RTOs).....	\$550
New Zealand primary and high schools.....	\$380
New Zealand child care centres.....	\$330
Singapore schools	\$115
Hong Kong schools	\$150
International and Bacculaureate schools.....	\$355
Subset list _____	P.O.A.

US primary and high schools	Contact us
UK primary and high schools	Contact us

Big Discounts on List Combinations

All Australian primary and high schools.....	\$840
All Australian and NZ schools.....	\$1100
All Australian and NZ primary schools.....	\$630
All Australian and NZ high schools.....	\$500
All Australian and NZ child care centres.....	\$900
All public & higher education libraries.....	\$385
All New Zealand schools and child care centres.....	\$550
All Australian schools and child care centres.....	\$1400
All Aust/NZ libraries plus Aust/NZ schools.....	\$1700

All prices include GST

Delivery is by email attachment

Add \$22 for delivery on CDROM

All prices are for the entire list (not per/1000)

For other combination prices please call us.



please tick the **data format** you require

Excel 5.0 97 2000 Spreadsheet	dBase	Fax broadcast – call us for details
Microsoft Access	ASCII delimited or fixed (CSV TXT)	Self-adhesive labels (surcharges apply)



how would you like to **pay?**

A TAX INVOICE WILL BE SUPPLIED FOR ALL SALES

My cheque/credit card authority for _____ is enclosed.

We are a government department or authority; our purchase order number _____ is enclosed.

Subset List Required (for lists by State or type) _____



Cardholder: _____ Card Number: _____ Expiry: _____

Cardholder Signature: _____ Deliver by email Deliver on CDROM (add \$22 GST inc)

(See "Important Notes" for conditions of sale. Privacy and Licence agreement available on request)

The Write Response Pty Ltd

ACN 085 119 348 ABN 67 085 119 348 Adcode: 2010 Jan