

# EMAILING SCHOOLS

## Generic email: staying in touch with teachers at a very low price.

---

Generic emails are emailed to schools at their standard administrative address. On the subject line there is an indication of the person you wish to reach – as in “Attn: The Head of Maths”.

### The general selections...

Selection	Price inc transmission
3500 Secondary schools with sixth forms	£210
5100 Secondary schools (the list includes the schools with sixth forms)	£260
5000 Largest primary schools	£260
10,000 Largest primary schools	£510
All 24,000 primary schools	£810
270 Colleges of FE	£15
1320 Special schools	£75

Alternatively you can select the schools you wish to reach by county, postcode, age of pupils, size of school, funding, school specialism etc. In such case the price of the mailing is calculated according to the number of emails despatch as follows

Number mailed	Unit price
Up to 200 emails	11p*
200 to 500 emails	10p*
500 to 1000 emails	9p*
1000 to 2000 emails	8p*
2000 to 10,000 emails	7p*

\*Additionally in there will be a £10 set up charge for all transmissions.

**The Guarantee:** If you send us a copy of your email in advance we will, at your request, review the leaflet and tell you what sort of open rate and click through rate we believe you will get.

At that point you can accept our estimate, and we will then guarantee that you will get this level of activity. Additionally (at your request) we can give you some thoughts on how this click through and open rate could be enhanced. You can then either ask us to re-write the piece for you (for which a fee is payable) or you can re-write it yourself, re-submit it, and we will then give you a new estimate of the open rate and click through rate.

Please note that there is no extra charge for this service – but in order to validate the click through rate and open rate, you must pay for this extra service. One final point of detail here, different technologies can report open and click through rates in different ways – and it is the programming that we use that will be taken as giving the final statement as to the rates

achieved. Our report on recent open and click through rates achieved are available at <http://www.emails.gs/tracking.html>

**Tracking emails and providing landing pages:** If you want to know your open rate and track your website link there is a fee of £20. This service must be booked in, in advance of the emailing taking place.

**Outright purchase and self-mailing:** You can rent the list so that you can email the schools yourself. In this case we do recommend that you utilise specifically written software for the purpose, and have arrangements with an ISP that understands what you are doing. Prices are the same as when we undertaken the transmission.

Alternatively you can rent it for twelve uses during a period of one year, at a price of six times the one-off price. Additionally you will receive updated email lists on three, six and nine months.

### **Free consultancy**

If you'd like to talk to us about your product or service and your lists of customers we'll come up with ways of using such a list to maximise its effectiveness. We'll also take a look at your list, and review the promotions you have, or are thinking of, putting out.

Phone: 01536 399 000. Fax: 01536 399 012. Email: [Sales@hamilton-house.com](mailto:Sales@hamilton-house.com)  
Schools email web site: [www.emails.gs](http://www.emails.gs)

Hamilton House Mailings plc, Earlstrees Ct., Earlstrees Rd., Corby, Northants NN17 4HH