

NESTFAMILY CHURCH AND SCHOOL VIDEO & BOOK BUYERS

		BASE	SELECTS	TOTAL
5,240	6-Month Active Buyers	\$85/M	+\$7/M	\$92/M
9,625	12-Month Active Buyers	\$85/M	+Selects	
4,631	6-Month Continuity Buyers	\$85/M	+\$17/M	\$102/M
8,536	12-Month Continuity Buyers	\$85/M	+\$10/M	\$95/M
20,272	24-Month Buyers	\$85/M	+Selects	
74,232	Total Buyers	\$85/M	+Selects	

DESCRIPTION

The NestFamily.com Church and School Buyers list consists of buyers of top-quality cassettes, videos, and DVDs for children, ranging in age from preschool to early teens. The products are designed as learning tools to help educators instill character values in children such as integrity, courage, leadership, faith, hope and love. Each award-winning video, DVD, or cassette and companion activity book can be purchased in selected groups (libraries) or through a continuity program.

NestFamily.com also offers, through its catalog, sing-along videos, books, a safety education program, games and CD-ROM activities.

These churches and schools place high importance on educating children at an early age. They are willing to spend premium dollars for a good product that will teach sound morals and values during an important time in children's formative years. The \$250+ average order proves that these are affluent churches and schools that view NestFamily.com's books, videos and CDs as a wholesome alternative in teaching.

MARKETING TARGETS

Reach these highly responsive church and school directors who are ready to buy...test NestFamily.com Church and School Buyers! This list would work well for all offers such as books and book clubs, magazine subscriptions, fundraisers, educational products, games and toys, magazines and music/video clubs.

SELECTIONS:

CHRISTIAN PRODUCTS BUYERS	\$10.00/M
HISTORY PRODUCT BUYERS	\$10.00/M

****NCOA SCHEDULE: APPROXIMATELY QUARTERLY*****

Avg. Unit of Sale : \$250

Selections:

6 Month Buyer	\$7/M
Continuity Buyer	\$10/M
Christian Product Buyers	\$10/M
History Product Buyers	\$10/M
Telemarketing	\$30/M
SCF/State	\$6/M

Addressing:

4-Up Cheshire	\$5/M
P/S Labels	\$12/M
Mag Tape/Diskette/CD Rom	\$40/F
E-mail	\$60/F
FTP	\$68/F
Key Coding	\$3/M

Net Name: 85% on 50,000 + \$10/M
run charges

Minimum Order : 5,000

Source : 99% Telemarketing

Sample Mailing Piece must be submitted and approved Prior to Acceptance of Order.

New Mailers and ALL Political Offers Must Prepay.

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Last Update: 10/09/08

Names Thru: June 2008

Next Update: Jan. 2009

10.10.08

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*****Telemarketing allowed on Church and School File Only*****

*****Sample Mailing Piece Must be submitted and approved Prior to Acceptance of Order.*****

To view product samples please go to the NestFamily.com website at www.nestfamily.com

CANCELLATION POLICY:

After Shipping & Before Mail Date:

\$50/F plus * run charges, * selects, * output costs and/or * shipping costs

After Mail Date:

Full amount of invoice is due

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