



A Powerful Email Campaign Service for Businesses and Consultants

Independent School Counsel, Inc. (ISC), an Atlanta-based management consulting firm for independent schools, is pleased to bring you **Links2Schools**, a powerful email campaign database and management service for companies and firms that wish to offer their services to a broad cross-section of independent schools in the U.S.

We have had the privilege of serving the following clients:

- Capital Business Solutions (NC)
- The Education Group (TX)
- Eighty20 (Canada)
- Estate Building Services (FL)
- FACTS Management Company (NE)
- The First Marblehead Corporation (MA)
- Independent Thinking (MA)
- JTWack & Company (CT)
- Lemur Conservation Foundation (FL)
- Markel Insurance Company (VA)
- PlantMakers, Inc. (FL)
- Southern Teachers Agency (VA)
- The Worden Company (MI)

Client satisfaction has been very strong, which has resulted in most of them contracting for additional campaigns and causing one to exclaim, "I've had great success with the email campaign!"

"Links2schools was very easy to work with [and you] were responsive to all our questions. You even provided ideas and suggestions for making our mailing more effective. We look forward to using your services again in the future."

- The Education Group, Dallas, TX

Comprehensive Independent Schools Database

ISC contracted with a technology group to build a comprehensive database of independent schools. The **Links2Schools database represents all 50 states** and Washington, D.C., and includes member schools from the many state, regional and national independent school associations.

The **Links2Schools** database includes **more than 2,900 schools and 8,000 administrators**, most with email addresses; all with mailing addresses. The number of email addresses available for the four administrative groups contained in our database currently totals **6,848** and breaks down as follows:

- School Heads emails: **2,437**
- Development Officers emails: **1,387**
- Business Officers emails: **1,334**
- Admissions Officers emails: **1,690**

In some cases, schools may not have all four administrative officers, or they may have the same person with more than one title. The database is updated regularly, so that personnel changes are picked up quickly and the database remains current.

**Market by Email to
Independent Schools Nationwide!**

Personalized, Targeted Email Campaigns

Links2Schools utilizes a web-based, email marketing software program Constant Contact to facilitate the execution of customized **e-marketing campaigns addressed to individual school administrators** in designated geographic areas.

With the unmatched depth and accuracy of our database, and the reliability of the web-based interface, **Links2Schools** offers businesses and consultants an innovative and **cost-effective opportunity** to utilize a strategically targeted and accurate database to conduct personalized email contact campaigns, thereby marketing directly to school administrators best suited for their services or products.

Pricing and Contact Information

Interested firms should call ISC representative, Angela Son (770-828-4972) or email acson@isc-erh.com to discuss email campaign options and/or to request a contract. (A PDF of our contract is also available online at <http://www.isc-erh.com/partnerships2.htm>.)

Technical issues such as scheduling, use of HTML documents, URL hyperlinks within documents, etc. would also be discussed at that time. We guarantee that your campaign will be executed within five (5) business days from the date of copy and initial payment receipt.

Once a contract is signed and returned to ISC, your

firm would be responsible to email ISC the materials you wish to send in your campaign. All responses to your email campaign would be sent to your own designated email address after one minor confirmation step is taken to enter that address into our system. **Your campaign will appear to the recipients as if it originated from your firm or company** but will include Constant Contact's contact information at the bottom of the email.

Thank you for your interest in **Links2Schools**. We look forward to having the opportunity to discuss how our services can improve your ability to reach the independent school market.

Pricing Schedule

(For pricing on multiple email packages other than those shown here, please call ISC.)

Email Recipients	Multiple Email Packages*			
	Single Campaign	Two Campaigns	Four Campaigns	Eight Campaigns
Up to 500	\$180	\$310	\$575	\$1,095
501 - 1,500	\$275	\$525	\$880	\$1,570
1,501 - 3,000	\$385	\$745	\$1,210	\$2,120
3,001 - 5,000	\$495	\$965	\$1,540	\$2,670
5,000+	\$605	\$1,185	\$1,870	\$3,220

*Multiple campaigns must be completed within a single calendar year.

All email campaign options include any combination of administrator groups within the desired targeted states. **To calculate the total number of email recipients for your campaign, please refer to the accompanying chart showing administrative group counts within each state.** If you need assistance with this, please feel free contact us at the numbers below. (A PDF of this chart is also available online at <http://www.isc-erh.com/partnerships2.htm>.)

Note that full payment for a Single Campaign is due in advance of the distribution date, while Multiple Campaigns require that 50% of the total fee be paid up front. In both cases, they must be accompanied by a signed contract. ISC will invoice for any balance that is due immediately following the execution of the email campaign. Included with the invoice will be a confirmation report showing the date the email was distributed and the actual number of recipients of your campaign.



Links2Schools is a service of
Independent School Counsel, Inc.
5 Concourse Parkway NE, Suite 725
Atlanta, GA 30328
www.isc-erh.com

For more information call:
Angela Son (770-828-4972)
or email acson@isc-erh.com