



## State-by-State Administrative Group Counts

State	Head of School/ Headmaster/ Director/President	Director of Development/ Advancement	Business Mgr./ CFO/ Dir. of Finance	Director of Admissions/ Enrollment
Alabama	86	15	23	20
Alaska	2	0	1	1
Arizona	8	6	4	4
Arkansas	7	5	4	4
California	156	100	94	125
Colorado	34	16	15	22
Connecticut	123	58	61	73
Delaware	28	9	12	12
Florida	241	91	150	151
Georgia	248	113	113	123
Hawaii	31	11	8	14
Idaho	1	0	1	3
Illinois	48	28	26	32
Indiana	21	16	14	17
Iowa	3	4	1	5
Kansas	8	6	4	5
Kentucky	15	11	9	12
Louisiana	13	9	7	9
Maine	8	6	4	7
Maryland	96	77	65	102
Massachusetts	120	93	86	123
Michigan	29	19	17	24
Minnesota	25	16	13	25
Mississippi	36	8	12	10
Missouri	41	36	31	38
Montana	1	1	0	0
Nebraska	1	1	1	1
Nevada	3	1	1	2
New Hampshire	14	11	11	15
New Jersey	64	42	33	48
New Mexico	6	3	2	3
New York	120	100	99	123
North Carolina	136	63	58	73
North Dakota	3	0	1	1
Ohio	37	23	19	32
Oklahoma	7	6	4	4
Oregon	10	5	9	8
Pennsylvania	95	72	46	73
Rhode Island	15	14	14	16
South Carolina	137	39	35	51
South Dakota	4	1	0	1
Tennessee	74	54	46	60
Texas	57	45	39	50
Utah	4	2	3	3
Vermont	16	11	14	12
Virginia	139	90	77	86
Washington	29	20	14	34
Washington, DC	21	19	19	17
West Virginia	4	2	4	4
Wisconsin	11	9	10	11
Wyoming	1	0	0	1
<b>TOTAL</b>	<b>2437</b>	<b>1387</b>	<b>1334</b>	<b>1690</b>

If you are interested in targeting email campaigns to associations rather than to individual States, the Links2Schools database includes the following associations with multi-state memberships:

*Independent Schools Association of the Central States*  
(IN, MN, IL, OH, MS, KY, WV, MI, AL, AR, WI, MO, KS, NE, IA)

*Association of Delaware Valley Independent Schools*  
(Eastern PA, DE, Southern NJ)

*Association of Independent Schools in New England*  
(MA, RI, NH, VT, ME)

*Pacific Northwest Association of Independent Schools*  
(OR, WA, AK, ID, WY, NV, UT, MT, BC)

*Independent Schools Association of the Southwest*  
(TX, NM, OK, KS, LA, AZ)

*Association of Independent Schools of Greater Washington*  
(DC, MD, Northern VA)

April 2010 (Please refer to current month's chart, as chart is updated monthly.)



# Email Campaign Contract | Business

Links2Schools is a service of Independent School Counsel, Inc. (ISC)

## Company/Firm Information

Name \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web \_\_\_\_\_

## Policies

- o While ISC regularly updates the Links2Schools database with information about changes to school personnel and email addresses, it does not warrant the accuracy of its lists – there is a 5% variance for recent administrative changes. In addition, due to SPAM filters, ISC cannot guarantee receipt of emails by all contacts.
- o Standard Links2Schools email campaigns are done in Rich Text format and may include a company logo, hyperlinks and/or PDF files as attachments. Email-ready campaigns furnished by the Client are subject to approval. ISC reserves the right to determine the suitability of all campaigns submitted for distribution.
- o ISC guarantees that **standard** email campaigns will be executed within five (5) business days from the date of copy and initial payment receipt.
- o An initial payment of 50% of the total campaign fee is due in advance of the distribution date along with the signed contract. ISC will invoice for the balance immediately following the execution of the email campaign.

## Campaign Details

**Please use the accompanying chart showing Administrative Group Counts within each State to calculate the total number of recipients for your email campaign. If you need assistance, please contact ISC at the number below.**

1) I would like to target the following Administrative Groups:  All Groups

- Head of School/Headmaster/Director/President       Business Manager/CFO/Director of Finance
- Director of Development/Advancement       Director of Admissions/Enrollment

2) I would like to target the following States:  All States

- |                                      |                                    |  |   |   |   |
|--------------------------------------|------------------------------------|--|---|---|---|
| <input type="checkbox"/> Alabama     | <input type="checkbox"/> Georgia   | <input type="checkbox"/> Maine         | <input type="checkbox"/> Nevada         | <input type="checkbox"/> Oregon         | <input type="checkbox"/> Virginia       |
| <input type="checkbox"/> Alaska      | <input type="checkbox"/> Hawaii    | <input type="checkbox"/> Maryland      | <input type="checkbox"/> New Hampshire  | <input type="checkbox"/> Pennsylvania   | <input type="checkbox"/> Washington     |
| <input type="checkbox"/> Arizona     | <input type="checkbox"/> Idaho     | <input type="checkbox"/> Massachusetts | <input type="checkbox"/> New Jersey     | <input type="checkbox"/> Rhode Island   | <input type="checkbox"/> Washington, DC |
| <input type="checkbox"/> Arkansas    | <input type="checkbox"/> Illinois  | <input type="checkbox"/> Michigan      | <input type="checkbox"/> New Mexico     | <input type="checkbox"/> South Carolina | <input type="checkbox"/> West Virginia  |
| <input type="checkbox"/> California  | <input type="checkbox"/> Indiana   | <input type="checkbox"/> Minnesota     | <input type="checkbox"/> New York       | <input type="checkbox"/> South Dakota   | <input type="checkbox"/> Wisconsin      |
| <input type="checkbox"/> Colorado    | <input type="checkbox"/> Iowa      | <input type="checkbox"/> Mississippi   | <input type="checkbox"/> North Carolina | <input type="checkbox"/> Tennessee      | <input type="checkbox"/> Wyoming        |
| <input type="checkbox"/> Connecticut | <input type="checkbox"/> Kansas    | <input type="checkbox"/> Missouri      | <input type="checkbox"/> North Dakota   | <input type="checkbox"/> Texas          |   |
| <input type="checkbox"/> Delaware    | <input type="checkbox"/> Kentucky  | <input type="checkbox"/> Montana       | <input type="checkbox"/> Ohio           | <input type="checkbox"/> Utah           |   |
| <input type="checkbox"/> Florida     | <input type="checkbox"/> Louisiana | <input type="checkbox"/> Nebraska      | <input type="checkbox"/> Oklahoma       | <input type="checkbox"/> Vermont        |   |

3) Using the State chart, I have calculated the total number of recipients for my Campaign and would like to sign on for the following Package:

No. of Recipients	No. of Campaigns			
0 – 500 <input type="checkbox"/> →	<input type="checkbox"/> One - \$180	<input type="checkbox"/> Two* - \$310	<input type="checkbox"/> Four* - \$575	<input type="checkbox"/> Eight* - \$1,095
501 – 1,500 <input type="checkbox"/> →	<input type="checkbox"/> One - \$275	<input type="checkbox"/> Two* - \$525	<input type="checkbox"/> Four* - \$880	<input type="checkbox"/> Eight* - \$1,570
1,501 – 3,000 <input type="checkbox"/> →	<input type="checkbox"/> One - \$385	<input type="checkbox"/> Two* - \$745	<input type="checkbox"/> Four* - \$1,210	<input type="checkbox"/> Eight* - \$2,120
3,001 – 5,000 <input type="checkbox"/> →	<input type="checkbox"/> One - \$495	<input type="checkbox"/> Two* - \$965	<input type="checkbox"/> Four* - \$1,540	<input type="checkbox"/> Eight* - \$2,670
5,000+ <input type="checkbox"/> →	<input type="checkbox"/> One - \$605	<input type="checkbox"/> Two* - \$1,185	<input type="checkbox"/> Four* - \$1,870	<input type="checkbox"/> Eight* - \$3,220

\*Multiple Campaigns must be completed within a single calendar year. Please contact ISC if you desire a Package with a different number of Campaigns.

4) My preferred dates for distribution are: \_\_\_\_\_

## Signature

Signature below constitutes company/firm agreement to the terms, conditions, and regulations specified herein.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

## Payment

Please make check payable to **Independent School Counsel** and send with completed Contract to:

Angela Son, c/o Independent School Counsel, 5 Concourse Parkway NE, Suite 725, Atlanta, GA 30328

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