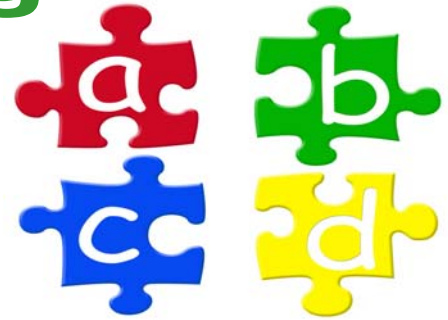


# Toddler Reading Program



798,404	12 Month Buyers	\$ 80.00/M
71,340	1 Month Hotline	\$ 90.00/M
208,500	3 Month Buyers	\$ 85.00/M
	Fundraiser Rate	\$ 75.00/m

These parents of kindergarten and preschoolers have invested in their child's future by participating in the Toddler Reading Program.

Several training methods are offered depending upon the child's age and learning aptitude. Advanced audio and visual techniques focus on the development of the child's word association skills, reading speed and retention. It is not uncommon for pre-schoolers to achieve 2nd and 3rd grade reading proficiency by the time they enter the 1st grade!

These buyers are responsive to collectibles, children's apparel, music, videos, children's publications and insurance offers.

20% Commission to recognized brokers

All orders cancelled after mail date will be billed at full rental rates. Orders cancelled prior to mail date will be billed running charges and \$75 flat fee.

Sample mail piece required.

**Additional Information**

UNIT OF SALE	\$29.99
GENDER:	62% Female
	35% Male
SOURCE:	Direct Response
UPDATED:	Monthly
MINIMUM ORDER:	5,000
MATERIALS:	\$50/L Cartridge
	\$75/L Email

**Selections (+)**

GENDER	\$7.50/M
CREDIT CARD	\$10/M
GEOGRAPHY	\$7.50/M
PHONES	inquire

The Catamount Group, 18 Elizabeth Street Bethel, CT 06801

**Contact:** Becky Hagadorn or Tracy Haddad

ph 203.778.4110 fx 203.778.4130

becky@catamountgroup.net / tracy@catamountgroup.net

