2009 Smart-Pay At a Glance

Program	Program Type	Available to	Smart-Pay Fee
Smart-Pay	direct mail to student	any school	**Enrolled** – $2.65 per enrolled student or **Response** – $4.50 per book sold
Clean-up	direct mail to student	schools w/prior sales	$2.85 per student mailed
In-school	School distributes forms	any school	$3.25 per yearbook published (exact quantity)
Tempo	School distributes forms	any school	$2.50 per yearbook published (exact quantity)

	SP – MAIL TO HOME		SP – SCHOOL DISTRIBUTED	
Smart-Pay program features	Smart-Pay	SP Clean-up	In-School	Tempo
1st offer mailed to student's home	✓	✓		
2nd offer mailed to student's home	✓			
Qualified 3rd offer contact by mail	✓			
1st offer delivered to school for distribution			✓	✓
2nd offer delivered to school for distribution			✓	
Orders accepted by mail	✓	✓	✓	✓
Orders accepted at www.smart-pay.com	✓	✓	✓	✓
Orders accepted by phone	✓	✓	✓	✓
Payments accepted by credit/debit card	✓	✓	✓	✓
Payments accepted by check/money order	✓	✓	✓	✓
Custom adviser website	✓	✓	✓	✓
Continuous, 24/7 real-time web reporting	✓	✓	✓	✓
Graphic and ancillary yearbook marketing materials	✓	✓	✓	✓
Name on cover text collection & submission	✓	✓	✓	✓
Online exact quantity submission	✓	✓	✓	✓