

American Alliance for Health, Physical Education, Recreation and Dance

21,641 Active US Members \$95/M



The American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) is composed of five allied national associations. Founded in 1885, the purpose of the Alliance, as it was 100 years ago, is to improve the health and fitness of Americans by improving our country's educational programs.

Members stay informed through several publications, including the *Journal of Physical Education, Recreation and Dance (JOPERD)*, the *Journal of Health Education Strategies, Research Quarterly for Exercise* and *Sport and Update*.

Address Type: 33% Business 67% Home

Source: 100% Direct Mail Generated

Demographic Information:

- Male 39%
- Female 60%

Selects available:

American Association for Health Education.....	5,910
American Association for Physical Activity and Recreation	8,845
National Assoc. for Girls and Women in Sports	3,449
National Association for Sport & Physical Education	16,428
National Dance Association.....	1,155

Please see individual data cards for specifics on counts

MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list. AAHPERD reserves the right to refuse orders deemed by them to be contrary to the best interests of the membership.

Selections Available:

State, SCF	\$10/M
Key Code	\$5/M
Primary Responsibility	\$15/M
Employment Level	\$15/M
Council Description	\$15/M

Delivery Format:

Pressure Sensitive Labels	\$35/M
By E-mail with NCOA	\$85

Last Update: 3/09

TERMS AND CONDITIONS:

- Minimum order: 5000 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hour turn around time once sample is approved by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- Consumer offers reviewed individually
- For rush orders less than 5 days, add \$50
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment is required for orders cancelled after mail date

DELIVERABILITY GUARANTEE:

The list owner guarantees 100% address deliverability on this list. A refund of 35 cents per piece of undeliverable mail will be issued by MGI to the mailer upon the list owner's confirmation of the undeliverable addresses. MGI must receive the undeliverable addresses from the use of this list within 90 days of invoice date for the mailer to qualify for this refund