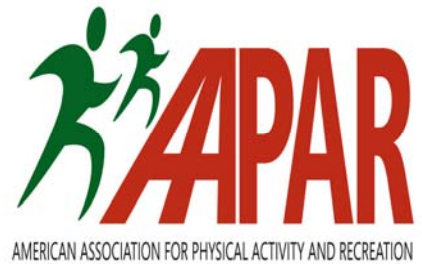


The American Association for Physical Activity and Recreation (AAPAR)

8,845 Active US Members

\$95/M



The American Association for Physical Activity and Recreation (AAPAR) is dedicated to enhancing quality of life by promoting creative and active lifestyles through meaningful physical activity, recreation and fitness experiences across the lifespan with particular focus on community-based programs.

Address Type: 62% Business 38% Home

Source: 100% Direct Mail Generated

Demographic Information:

- Male 45%
- Female 54%

If this list interests you, we also manage:

American Association for Health Education
National Dance Association
American Alliance for Health, Physical Education, Recreation and Dance
National Assoc. for Girls and Women in Sports

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.

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.



THE ASSOCIATION LIST COMPANY

A Division of Marketing General Inc.
209 Madison Street, Suite 300, Alexandria, VA 22314

1-800-899-4420 ext 325

Fax: 703-549-0697

Attn: Elena Hawkins

email: ehawkins@MGILists.com

www.MGILists.com

SPECIALIZED LISTINGS - AAPAR

Council Descriptions

Adapted Physical Activity Council (APAC)	1,153
ALD.....	937
AQ	566
Council on Aging and Adult Development (CAAD)	817
Council on Adventure & Outdoor Education/Recreation(CAOER)....	1,313
FR.....	1,010
Fitness and Wellness Council (FW).....	2,543
Measurement & Evaluation (ME).....	1,101

Primary Responsibility

Athletic Director (AD)	135
Administration (ADM).....	320
Other (OTH)	183
Research (RES).....	133
Retired (RET).....	457
Teacher/Coach (TC).....	1,349
Teacher/Professor (THP, TCHR).....	2,297
Student (STU)	510

Employment Levels

Elementary (ES).....	1,388
Middle School (MS)	641
High School (HS)	1,065
Comm/Jr College (CJC)	140
College/University (CU).....	2,145
Business/Industry (BI)	104
Hospital/Clinic (HC)	68
Other (OTH)	244