

American Association of School Administrators



11,895 Members by name \$125/M

AASA has over 11,000 members in school districts across the country and about 150 superintendents in Canada. Members include school superintendents, deputy and assistant superintendents, central-office staff, school administrators and board members for school districts varying in enrollment, from 300 to 25,000+ students.

School administrators are the CEOs of the education industry and they have decision-making authority over establishing the budget, authorizing and approving purchases and determining the need for products and services.

These professionals stay connected and informed through AASA's award-winning monthly magazine, *The School Administrator*, as well as through various conferences and online publications including *The Leader's Edge* and *AASA Daily News*.

Average Unit of Sale: \$403 (Membership)
Address Type: 85% Business 15% Home
Source: 100% Direct Mail Generated

Demographic Information: (not selectable)

- Male 62%
- Female 33%
- Avg Age 50
- Avg Sch District Budget \$27.6 million

If this list interests you, we also manage:

American School Board Journal
Bureau of Education & Research - Administrators select
District Administration

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. AASA reserves the right to refuse orders deemed by AASA to be contrary to the best interests of the membership.

Selections Available:

State, SCF \$10/M
Job Function \$20/M
Key Code \$5/M
Nth Select N/C

Delivery Format:

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

File Update: Quarterly
Last Update: 8/10

TERMS AND CONDITIONS:

- Minimum order: 5,000 names
- List rental for one-time use only
- Sample mailing piece required
- 48 hours turn-around time after sample approval by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- Consumer offers reviewed individually
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment 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.

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SPECIALIZED LISTS OF INDIVIDUAL MEMBERS

Job Function

Superintendent/District Superintendent	5,726
Deputy/Associate/Assistant Superintendent	1,749
Director/Assistant Director	600
Principal/Assistant Principal.....	254
Professor/Assistant Professor	85
Executive Director-State/National.....	163
Teacher	196

Research conducted by Ruzinsky Research indicates that AASA members:

Establish the budget	93.1%
Authorize/approve purchases.....	84.6%
Determine the need for products/services	66.3%