

American School Board Journal

36,907 US-Subscribers \$115/M
181 Non-US Subscribers

American School Board Journal, published monthly by the National School Boards Association, focuses on the key decision makers and influencers from public school districts. It chronicles the challenges of today's K-12 public schools and is the authority on school leadership, governance, management, policy making and student achievement. School leaders rely on *American School Board Journal* to keep them up-to-date on the latest information to help them perform their jobs more efficiently and effectively.

The subscriber list is 100% paid. It includes school board district leaders, superintendents and other key district staff that wields power and influence purchasing authority in their districts.

Our subscribers represent 4,688 school districts across the country that include 67% of K-12 public school enrollment and are projected to spend \$311 billion dollars annually.

The list rental file is comprised of paid subscribers and prospects.

Average Unit of Sale: \$57/year

Source: 100% Direct Mail Generated

Address Type: 83% Business 17% Home

Demographic Information:

- Male 52%
- Female 40%

If this list interests you, we also manage:

American Association of School Administrators
District Administration
Harvard Education Letter and Review
National Staff Development Council
The Master Teacher Inc

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

American School

AMERICAN SCHOOL BOARD JOURNAL • THE SOURCE FOR SCHOOL LEADERS

Selections Available:

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

Delivery Format:

By E-mail	\$80 Flat
NCOA, if requested	\$45 Flat
Pressure-Sensitive Labels	\$35/M

File Update:

Last Update: 12/10

TERMS AND CONDITIONS:

- Minimum order: 5,000 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
- 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.

 **MGI Lists**
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SPECIALIZED LISTINGS Available from the ASBJ file:

Job Functions:

(A)	School Board Members	19,310
(B)	School Board Presidents	1,593
(D)	Superintendents/Administrators	3,406
(E)	School Business Officials	1,357
(F)	Asst. Superintendents	2,162
(G)	Adult/Vocational/Spec Ed	24
(H)	Department Head/ Supv/ Directors	151
(I)	School Board Attorneys	63
(J)	Secondary School Principals	1337
(L)	Elementary School Principals	120
(M)	Library & Colleges/Universities	657
(N, C)	Fed/State/Local Govt Officials	71
(O, Y)	Asst Principals (Elem/Secondary)	25
(P, V, X)	Central Office Personnel	2,820
(Q)	Counselors/Staff	659
(R)	Private Elem/Sec	17
(S)	Religious Elem/Sec	61
(T)	Technology	2,758
(U)	Teachers	36
(Z)	Miscellaneous	278

Please call for counts