

Bureau of Education & Research – Canada



9,449 Canadian Seminar Attendees \$140/M

The Bureau of Education & Research is North America's leading presenter of seminar training for professional educators. This active customer list includes teachers (90%), administrators at the school and district levels (4%), librarians and media specialists (3%). These educators are in grades Pre-K through 12. They attend these top-quality seminars to enhance both their professional development and their quality of teaching.

Address Type: 100% Business Address
Source: 100% Direct Response

Demographic Information (business address):

Male 15%
Female 85%
Average Household Income \$45,000 (inferred from industry average)

Province Counts:

Alberta:	2,953	British Columbia:	835
Manitoba:	912	Ontario:	3,662
Quebec:	302	Saskatchewan:	752

If this list interests you, we also manage:

International Reading Association
National Council for the Social Studies

Selections Available:

Recency	\$20/M
Grade Level	\$15/M
Job Title	\$15/M
Subject Area	\$15/M
State, SCF	\$15/M
Key Code	\$5/M
Gender	\$15/M
Nth	N/C

Address Format:

4-Up Pressure Sensitive	\$10/M
Disk	\$65
Email	\$70

Last Update: 4/08

TERMS AND CONDITIONS:

- Minimum order: 5,000 names
- Sample mailing piece required
- 48 hours 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:

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

The Association List Company
209 Madison Street, Ste 300 Alexandria, VA 22314.

1-800-899-4420 Ext. 393

Fax: 703-549-6057

E-mail: aguinn@mgilists.com

Web address: <http://www.mgilists.com>

Bureau of Education and Research -- SPECIALIZED LISTS OF
INDIVIDUAL ATTENDEES

<u>Subject Area:</u>	<u>Counts:</u>
(by course attendance and interest)	
At-Risk Students & Strategies(H)	1,150
Children's Literature (B)	748
Ed Technology & Internet (Z)	521
Elem. Teaching Strategies (K,L,1-6,T)	3,412
English as a Second Language (E)	173
Foreign Language (F)	26
Gifted Education (G)	98
Math (M)	352
Physical Education (P)	20
Reading & Language Arts (R,W)	7,415
Science (C)	101
Special Education & Inclusion (X)	343
Student Discipline (D)	2,496

<u>Grade Select:</u>	<u>Counts:</u>
Pre-K	206
Kindergarten	1,243
1st	1,603
2nd	1,457
3rd	1,031
4th	711
5th	632
6th	425
7th	105
8th	79
9th	35
10th	18
11th	13
12th	11
All Elementary K-6 (K,E,01-06)	8,477
Middle & Jr High School(M,06-09)	1,497
High School 9-12 (H,09-12)	1,130
All Secondary 7-12 (M,H,07-12)	2,149

<u>Title Select:</u>	<u>Counts:</u>
Administrator (A)	315
Counselors (C)	71
Elementary Teacher (ET)	5,843
English (STE)	387
English as a Second Lang (ESL)	149
Foreign Language (F)	91
Instructional Aide (I)	317
Librarian/Media (L)	399
Math (M)	113
Physical Education (PE)	33
Principal (P)	150
Reading Specialist (R)	2452
Science (SC)	111
Social Studies (STSS)	88
Special Education Teacher (S)	720
Technology/Computer Science (T)	48

<u>Gender Select:</u>	<u>Counts:</u>
Female	7,768
Male	912



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