

Bureau of Education & Research



268,905	US Seminar Attendees	\$115/M
7,856	Canadian Seminar Attendees	\$140/M
108,468	Home Address (available separately)	+ \$20/M

BER is the leading provider of staff development and training resources for professional educators in North America. While high quality, results-focused seminars and workshops are the organization's foundation, BER also provides excellent online learning options, video training programs and audio seminars.

The active customer list represents educators from grades Pre-K through 12, including teachers (90%), administrators at the school and district levels (4%), and library and media specialists (3%). The customer base, many of whom are repeat clients, attend BER seminars and utilize training materials to both enhance their own professional development and quality of teaching.

Educators are known to be an especially active demographic; BER customers, in particular, are inclined to seek out new ideas, materials, tools and opportunities. **Contact MGILists today and we'll put you in contact with BER associates who want to hear your message**

Address Type: Selectable at home or school address

Source: Direct Response

Demographic Information:

- Male 9%
- Female 91%

If this list interests you, we also manage:

International Reading Association
National Association for the Education of Young Children
National Council for the Social Studies

Selections Available:

Gender	\$20/M
Grade Level	\$20/M
Job Title	\$20/M
Subject Area	\$20/M
Home Address	\$20/M
Recency	\$25/M
State, SCF	\$10/M
Key Code	\$5/M
Nth Select	N/C

Delivery Format:

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

Last Update: 10/10

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.



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Bureau of Education and Research -- SPECIALIZED LISTS OF INDIVIDUAL ATTENDEES
 (Counts reflect Business or Home Address)

<u>Subject Select:</u>	<u>Raw Counts:</u>
Administrators (A)	1,458
At-Risk Students & Strategies (H)	22,455
Children's Literature (B)	36,324
Ed Technology & Internet (Z)	13,386
Elem.Teaching Strategies(1-6,T,K,L)	49,076
English as a Second Language (E)	3,173
Foreign Language (F)	7,203
Gifted Education (G)	5,861
Math (M)	14,260
Pre School Education (Q)	5,030
Physical Education (P)	1,125
Reading & Language Arts (R, W)	70,752
Science (C)	4,292
Social Studies (S)	3,933
Special Education & Inclusion (X)	31,639
Student Discipline (D)	22,387

<u>Grade Select:</u>	<u>Raw Counts:</u>
Pre-K	12,555
Kindergarten	21,718
All Elementary K-6 (K, E, 01-06)	62,527
Middle & Jr. High School (M, 06-09)	41,334
High School 9-12 (H, 09-12)	45,167
Administrators	19,581
1 st	20,228
2 nd	18,214
3 rd	15,814
4 th	15,074
5 th	13,133
6 th	7,682
7 th	3,162
8 th	3,032
9 th	917
10 th	540
11 th	341
12 th	236

<u>Title Select:</u>	<u>Raw Counts:</u>
Administrator (A)	7,599
At-Risk Teacher (H)	1,260
Counselors (C)	3,509
Elementary Teacher (ET)	83,250
English (STE)	14,672
English as a Second Lang (ESL)	2,834
Foreign Language (F)	13,218
Gifted (G)	2,285
Home Economics (STHE)	94
Instructional Aide (I)	8,767
Librarian/Media (L)	17,291
Math (M)	13,185
Music (MUS)	2,139
Nurse (NUR)	2,309
Physical Education (PE)	2,409
Principal (P)	3,399
Reading Specialist (R)	17,153
Science (SC)	6,956
School Secretary (SEC)	218
Secondary Teacher (ST)	5,907
Social Studies (STSS)	4,968
Special Education Teacher (S)	32,802
Speech (SPCH)	21,652
Technology/Computer Science (T)	2,163
Other (O)	5,073
Vocational (V)	60

<u>Gender Select:</u>	<u>Counts:</u>
Female	244,254
Male	22,621